

Historic, archived document

Do not assume content reflects current
scientific knowledge, policies, or practices.

73 Rm
Cap 5

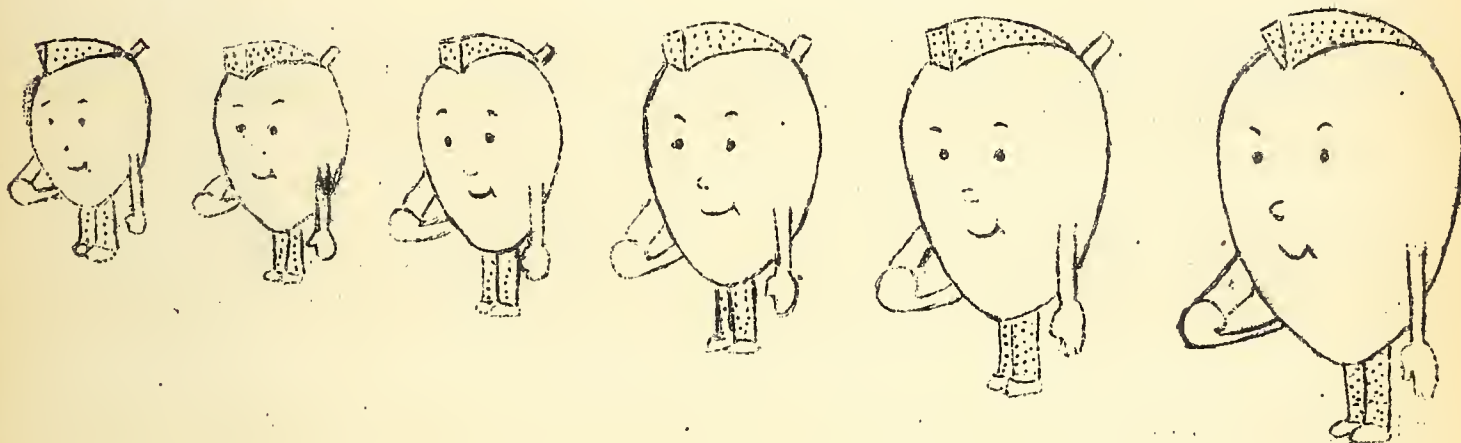
DALLAS, TEXAS
October 2, 1943



Radio Round-up *on food...*

For Directors of
Women's Radio Programs

ATTENSHUN!



WE PRESENT ON THIS ISSUE

The Latest

"POINTERS ON POINTS"

And Other Timely

RATIONING INFORMATION

US Department of Agriculture
Food Distribution Administration

-----POINT VALUE CHANGES: BLUE STAMP FOODS-----

If at first glance you thought that the changes in blue stamp values would have us "singing the blues" ... look again.

You'll note that although there are nine increases against four reductions, the four foods reduced in point values sell in much greater quantity than those on which point values have been raised. Therefore, the consumer can be said to benefit to a greater extent.

The "Downs" and "Ups" in Point Values:

The 8th. table of point values for processed foods, effective Sunday, October 3, shows the following decreases:

Canned green or wax beans, down 2 points. Two popular varieties of canned corn, down 3 and 4 points. Dried peas or lentils, down from 1 point to no points per pound ... in other words, ration-free.

The increases in canned or bottled foods are as follows: Red sour cherries, up 11 points. Apricots, and all cherries except maraschino-type, up 9 points. Figs, grapefruit and plums or prunes, up 8 points. Asparagus, up 4 points. Mushrooms, up 2 points. Bottled grape juice up 3 points per quart.

Reasons for Changes:

As you all know, fruit crops are short this year, and military needs are heavy. The decided increases in point value are necessary if we're to have a fair distribution of the canned supply.

The upward change in the point value of grape juice reflects the results of the recent order, by which much of our grape supply was diverted into the making of jams, jellies and preserves. We mentioned this recently in Round-Up explaining that the purpose was to provide plentiful spreads for bread.

The two point rises in processed vegetables are confined to items which are not widely used ... asparagus and mushrooms. These are considered by the trade semi-luxury foods, and had been selling more rapidly than was justified by the limited supply.

Beans and corn, on the other hand, are classed among the "big four" in canned vegetables ... the other two being tomatoes and peas ... and reductions in point value of any of these are important to the consumer.

This year's crop of peas and lentils is the greatest on record, and this fact is indicated by the removal of dried peas and lentils from rationing. The large crop of dried beans makes it possible to continue these at the low value of 2 points a pound. This is the time of year when baked beans, split pea or lentil soup ... or any of those delicious, hearty dishes made from these foods seem particularly suitable. You'll want to include them from time to time in the menus you suggest.

Blue Stamps X, Y, and Z Good October 1:

The last three blue stamps in war ration book 2 became effective on October 1 and will continue through November 29. You might remind your listeners that blue stamps U, V, and W are not valid after October 20.

Beef, Veal and Lamb:

The standard cuts remain unchanged in point value ... which is welcome news, unless you had your mind made up that they were coming down.

OPA points out that while the general meat supply picture is expected to improve in October most of the anticipated increase will be absorbed by heavier Government requirements.

If point values were reduced, naturally we'd all buy more meat, and the object is to keep civilian consumption about the same. There is a change in the point value of variety meats, however. Brains and kidneys of all three classifications become point-free and so do beef tails and tongues. There's a reduction of one point each in veal heart and tongue, and of lamb-mutton, liver and sweetbreads. Therefore, you can be very helpful by suggesting menus which make use of these popular variety meats.

P o r k:

It will come as a surprise to some that 8 of the standard pork cuts are increased 1 or 2 points a pound ... steaks, chops, roasts and spareribs. Government requirements for pork are expected to be much heavier than during September. In addition, not as much pork was produced during the early part of September as had been anticipated.

There is a welcome change in the case of pork variety meats, however, brains, chitterlings, ears, kidneys, tails and snouts all become point-free. Some of these go mainly to industrial users anyway, but those which are available to consumers become more attractive than ever.

Ready-To-Eat Meats (Also Meats in Tin or Glass):

The following meats become a real point value now, as they're removed from rationing entirely: Ready to eat pigs feet, (bone in), brains and pigs feet in tin or glass containers. Canned lamb, pork and veal tongue has been reduced 2 points in value, though beef tongue has gone up 1 point. The woman who has a job outside her home will appreciate the reductions on the ready to eat and canned meats.

C h e e s e:

The one point increase in cheeses under groups 2 and 3 is also an indication of a seasonal reduction in the amount produced, just as in the case of butter. Group 2 cheeses; cream cheese, neufchatel, creamed cottage cheese (containing more than 5 percent butterfat) and cream spread ... are now valued at 3 points a pound. Group 3 cheeses...such as Swiss, bleu, camembert and munster...have gone up to 6 points a pound. This means that you should stress the fact that cheese is an important food and should be considered as more than an accessory to a meal.

She's probably heard this before, but we don't think it can be said too often to the American Homemaker, that food rationing is a challenge to her ingenuity as well as to her patriotism. Also, she shouldn't lose sight of the fact that it's her assurance of a fair share of our food supply.

Point Value Changes: Brown Stamp Foods:

The 7th official table of consumer point values for meats, fats, oils and dairy products went into effect on Sunday, October 3, and will continue through October 30, 1943.

There are several important changes, both upward and downward, and we believe you broadcasters can make suggestions which will help your listeners to adjust themselves to these changes.

First of all, don't forget that now's the time to stop talking about "Red Stamp Foods", since the last of the Red Stamps expired on October 2. Please tell your listeners to destroy any of these which they may have left over. The "Brownies" from War Ration Book Three are the stamps to use for this ration Program from now on.

Butter:

The big news, for most of us, is that points are up again on butter. Creamery butter has been increased from 12 to 16 points per pound. Farm country butter from 6 to 10 points. Process butter remains unchanged, at 4 points.

You'll probably want to mention, if you haven't done so already, that there's always a decline in the amount of butter made at this time of year. Therefore, the increase in point value is a natural result. You might also like to mention again that October 1 was the date on which the government stopped taking butter, under the set-aside order, so that all the butter produced now goes into civilian channels.

The heavy consumption of butter near producing areas has created shortages in some parts of the country, of course. While it won't mean any more butter on the tables of the people listening to you, perhaps it will help them to accept these shortages more philosophically if they understand the reasons.

We suggest that you give some of these butter-stretching recipes which all of you must have in your files. You might also make suggestions about the value of meat drippings as shortening and flavoring.

-----MILK SALES UNDER FEDERAL CONTROL-----

Monday, October 4, federal control over fluid milk sales goes into effect in certain eastern and midwestern areas.

The purpose of this program as we've told you in recent issues of round-up is to make enough milk available for the manufacture of butter, cheese and other dairy products required by civilians.

The idea of putting this control into effect at the dealer level is, of course, to avoid consumer point rationing of milk. Briefly, here's the way in which it will be handled:-

Milk dealers in these areas will be allowed to sell as much fluid milk each month as they sold in June of this year...that was the month of highest production. Cream sales will be limited to 75 percent of the quantity sold in June...and the same percentage will be allowed for sales of milk by-products such as cottage cheese, chocolate milk, and buttermilk.

The first cities and areas to be placed under this new control plan are Baltimore, Washington, Roanoke, Richmond and the Norfolk-Portsmouth-Newport News Area in Virginia; Cincinnati; Toledo; Dayton; Canton and Cleveland in Ohio; Chicago, the Omaha-Nebraska Council Bluffs Iowa area; St. Louis; St. Joseph county, Indiana; Huntington, W. Va.; Ashland, Ky.; Akron, Hamilton, Middletown and Columbus, Ohio; Cincinnati; Davenport, Ia.; Rock Island and Moline, Ill.; Fort Wayne, Wichita and Kansas City, Mo. and Kas.; Duluth and Superior, Minn.

It is expected that similar control will be extended to all other cities of at least 100,000 population by November 1 and later to smaller centers of population.

-----THE COUNTY WAR BOARD...WHAT AND WHY:-----

Here's the third in an informational series designed to answer any questions you may receive (or which you may have been asking yourself), on various county agricultural activities. We started with the work of the County Agent, continued with an outline of the work of the Home Demonstration Agent, and are rounding out the picture with information about the County War Board.

1. Just what is the County War Board?

A. Its full name is The United States Department of Agriculture County War Board, which, of course, makes plain the general nature of its activities.

The farmer elected annually by farmers of the county as chairman of the County AAA Committee is ex-officio chairman of The War Board. The War Board is composed of The County Agent, and Representatives of Federal Farm Agencies which have offices in the county...FDA, Farm Security, Farm Credit, and others in addition to the chairman before mentioned.

.Q. What are the functions of The County War Board?

A. It coordinates the work of the various Department of Agriculture Agencies in each county, so that they can be of maximum help to farmers. The purpose is to assist farmers to use their production facilities to the best advantage to meet their production goals.

For instance, The War Board has handled The Farm To Farm Canvas, which has been made early every year, before spring planting. This has consisted of a personal call on each farmer to give him a picture of what is needed in all types of feedstuffs, as well as to figure in a general way what the county should produce.

Together the farmer and the representative of The County War Board have worked out what that farm could best contribute to war needs for food and fiber.

In this way, the farmer has obtained a good idea of what the nation needed, what farmers all over the county were doing, and what he could do to help the state and nation farm production goals. This is what has really been behind our huge farm production...It hasn't just happened, you know.

Q. Does The County War Board have anything to do with rationing?

A. Yes, in that The County Farm Transportation Committee (chairman of which is also The War Board Chairman) makes recommendations to The War Price and Rationing Boards as to the individual farmer's needs for gasoline and tires.

This committee includes 2 or 3 farmers and a trucker, or dealer in supplies... People who are familiar with the farms of the county, their size, and requirements. This committee is often instrumental in organizing transportation pools, which have helped greatly in conserving gasoline and rubber.

The recommendations of The Farm Transportation Committee also are helpful to the CDT in issuing the certificate of war necessity which every farmer is required to have to govern the use of his trucks. And, of course, The War Board handles thru The County Farm Rationing Committee the job of farm machinery rationing.

Q. The activities of The County War Board seem rather varied...Do they cover anything else?

A. Yes, the members of The County War Boards are, in general, The Local Administrators of War Food Production Programs. Price supporting measures come under their jurisdiction...

Warcrop loans go through The War Boards too...These are made, as you may know, to encourage farmers to grow crops particularly important in wartime...Soybeans, flax, peanuts, and some others. Government Food and Seed Distribution Programs also are under the supervision of County War Boards...as are many other war programs directly affecting farm production.

-----EGG PRIORITIES FOR HOSPITAL-----

Patients in civilian hospitals are protected against any possible local egg shortages by a priority system just established by The War Food Administration. Even though egg production for 1943 is the highest in history...The average is about 346 eggs annually per person...There's always the chance of a temporary scarcity in some areas, due to transportation and distribution difficulties.

Priority certificates will be issued by Regional Offices of FDA, if and when hospitals have exhausted all other means of obtaining eggs. Civilian hospitals only are eligible under this system...Military hospitals are taken care of under a different plan.

Current B E S T B U Y S In Fresh

Fruits and Vegetables

TEXAS	-----	Eastern and Central Section: Fresh Prunes, tomatoes, potatoes (sweet and Irish) onions, carrots, cabbage, sweet peppers, squash, rutabaga, gas.
		Western Section: Tomatoes, squash, fresh prunes, sweet potatoes, cabbage, apples, mustard greens, beets.
OKLAHOMA	-----	Apples, cabbage, tomatoes, Irish potatoes, onions, pears, fresh prunes.
ARKANSAS	-----	Cabbage, potatoes (sweet and Irish), tomatoes, carrots, dried beans, turnip greens.
LOUISIANA	-----	Potatoes (Irish and sweet), tomatoes, celery, onions.

* ----- The term "best buy" is used in a comparative sense; because of varying local conditions the designation may not be accurate in some communities.

In this way, the farmer has obtained a good idea of what the nation needed, what farmers all over the county were doing, and what he could do to help the state and nation farm production goals. This is what has really been behind our huge farm production...It hasn't just happened, you know.

Q. Does The County War Board have anything to do with rationing?

A. Yes, in that The County Farm Transportation Committee (chairman of which is also The War Board Chairman) makes recommendations to The War Price and Rationing Boards as to the individual farmer's needs for gasoline and tires.

This committee includes 2 or 3 farmers and a trucker, or dealer in supplies... People who are familiar with the farms of the county, their size, and requirements. This committee is often instrumental in organizing transportation pools, which have helped greatly in conserving gasoline and rubber.

The recommendations of The Farm Transportation Committee also are helpful to the CDT in issuing the certificate of war necessity which every farmer is required to have to govern the use of his trucks. And, of course, The War Board handles thru The County Farm Rationing Committee the job of farm machinery rationing.

Q. The activities of The County War Board seem rather varied...Do they cover anything else?

A. Yes, the members of The County War Boards are, in general, The Local Administrators of War Food Production Programs. Price supporting measures come under their jurisdiction...

Warcrop loans go through The War Boards too...These are made, as you may know, to encourage farmers to grow crops particularly important in wartime...Soybeans, flax, peanuts, and some others. Government Food and Seed Distribution Programs also are under the supervision of County War Boards...as are many other war programs directly affecting farm production.

-----EGG PRIORITIES FOR HOSPITAL-----

Patients in civilian hospitals are protected against any possible local egg shortages by a priority system just established by The War Food Administration. Even though egg production for 1943 is the highest in history...The average is about 346 eggs annually per person...There's always the chance of a temporary scarcity in some areas, due to transportation and distribution difficulties.

Priority certificates will be issued by Regional Offices of FDA, if and when hospitals have exhausted all other means of obtaining eggs. Civilian hospitals only are eligible under this system...Military hospitals are taken care of under a different plan.

Current B E S T B U Y S In Fresh

Fruits and Vegetables

TEXAS	-----	Eastern and Central Section: Fresh Prunes, tomatoes, potatoes (sweet and Irish) onions, carrots, cabbage, sweet peppers, squash, rutabaga, gas.
		Western Section: Tomatoes, squash, fresh prunes, sweet potatoes, cabbage, apples, mustard greens, beets.
OKLAHOMA	-----	Apples, cabbage, tomatoes, Irish potatoes, onions, pears, fresh prunes.
ARKANSAS	-----	Cabbage, potatoes (sweet and Irish), tomatoes, carrots, dried beans, turnip greens.
LOUISIANA	-----	Potatoes (Irish and sweet), tomatoes, celery, onions.

* ----- The term "best buy" is used in a comparative sense; because of varying local conditions the designation may not be accurate in some communities.





DALLAS, TEXAS
October 9, 1943
No. 71

Radio Round-up

on food...

For Directors of
Women's Radio Programs

THIS WEEK'S FOOD NEWS

How Food is Fighting in Italy

The fact that our fighters are well-fed is a powerful factor for victory in the Italian campaign.....and the Italian civilians in occupied territory are not being "pampered" since the food they receive is based on diet studies designed to prevent waste.

Soap Hoarders Just Don't Know the Facts

These "cleanser collectors" who lay up a "reserve supply" of soap are foolish and uninformed.....they haven't heard that a 28 per cent increase in soap production for civilians is expected.....that's 22 pounds per person compared with 17 at present.

Ever Try Carrot Pie?

Soldiers like it and we'll bet your family will. We tell about it in... "Notes on This and That".

Late News About War Ration Book 4

How to Get it.....and Other Up-to-The-Minute Rationing Facts.

US Department of Agriculture
Food Distribution Administration

-----HOW FOOD IS FIGHTING IN ITALY-----

A story from OWI tells interesting details of the early days of the Italian invasion.

It's reported that American soldiers ate just as well at that time as they did in their training days back home ... which is certainly one of those miracles of modern warfare we're always hearing about.

This was due to the thorough advance preparations which were made on the assumption that neither food nor water would be available to our men when they landed in Sicily. Incidentally, these plans included the food which would be needed to feed the liberated civilians as well as American soldiers ... a far different policy from that followed by Nazi invaders.

Three thousand ships took part in the first crossing from North Africa to Sicily and a great many of them were filled with food which had been waiting in warehouses along the North African coast just for this invasion ... and with the vitally necessary drinking water.

This was food right from America ... grown on our own farms ... canned and dehydrated in American processing plants ... delivered by American merchantmen. Why not remind your listeners that this is where some of the food turns up which they can't find in their groceries.

When somebody in the family wisecracks ... "Well what aren't we having for dinner tonight?" ... you might tell this person that whatever it is, it may be feeding an American boy in Italy ... or on another of the world-wide fighting fronts. Perhaps it's forming part of the "K" ration, used primarily by flyers, paratroops and tank fighters, which lacks bulk but is satisfactory for short periods of time.

Or maybe it's appearing in the "C" ration, which furnishes bulk as well as adequate nutrition, and is designed for the early stages of invasion. Then there's the "B" ration, which contains a number of dehydrated products... This ration comes into use when the military situation is under better control ... "Well in hand", as the Marines say.

All these rations were in use in the Italian invasion. To make sure that there's always enough for such movements ... plus a reserve to cover ship sinkings and other losses ... the army keeps on hand approximately a 273 day supply of food for each soldier overseas. Part of this will be in storage, of course and part in transit. This food for fighting men amounts to less than 14 percent of the total food produced in this country in 1943 however... a figure to remember when somebody begins telling you that "all the food is going to the Army".

No Pampering:

Some people complain that we're pampering the people of the countries which we invade ... catering to their preferences in food and all that.

Well, when you get right down to it, giving people the kind of food they like and are accustomed to eating is better insurance against waste than it would be to disregard their preferences. OFRRO, The Office of

Foreign Relief and Rehabilitation Operations has been making food habit studies of various nations for several months. The diet we're furnishing liberated Italians is based on these studies and it will include enough spaghetti and macaroni for subsistence, dried soups, cereals, soya products, some canned meats, lard and supplies of squid, a fish extremely popular with Italians.

They're not heavy meat eaters, so very little of our meat supply will go to the people of this country. Incidentally, WFA estimates that only a very small percentage of the Lend-Lease food will go to feed civilians of Italy and Sicily this year. As you probably know, Lend-Lease takes approximately 10 percent of our 1943 food supply.

Used to be Self-Sufficient:

Before the war, Italy was practically self-sufficient with regard to food. OFRRO's plan of rehabilitation will make them so again as rapidly as possible. This will include the provision of seed, fertilizer, tools, fuels and lubricants, and even the replacement of oxen and horses when possible. It is hoped that all the Allies will benefit from this program ... that Italy eventually will be able to feed not only its own people, but help feed the Allied Armed Forces, export some food to Great Britain and to other liberated areas.

Perhaps you'd like to present some of these food facts to your listeners... we think they help a lot to show why we must regard food as a weapon of war.

-----SOAP HOARDING IS JUST FOOLISH-----

Maybe that's not the way they think of themselves but they're just soap hoarders to us. A good many people regard that stock of soap in the cellar as just "a reserve supply". Probably they'd be surprised if somebody told them that heavy commercial stocks of soap were carried over from 1942, and if it hadn't been for hoarding by consumers probably there would have been enough soap to meet average needs.

The same unfounded rumors which actually create shortages of certain items every once in a while are to blame for the shortage of soap on many a dealer's shelves these days.

How Much Soap is 22 Pounds?

You'll remember that an item appeared in Round-Up a couple of weeks ago regarding the new program announced by WFA ... under this a 28 percent increase in soap production for civilians is expected, which means 22 pounds per person instead of the present 17 pounds. Additional fats and oils being made available to manufacturers will bring this about.

Since then we've done a bit of figuring and we think perhaps you'd like to know what that 22 pounds per person equals. In terms of soap chips or flakes, it's 16 large packages ... most large packages weigh 22 ounces. In the form of laundry soap, it means a bit more than 35 bars ... those average 10 ounces each. When it comes to toilet soap, that 22 pounds becomes approximately 94 cakes ... on an average, those weigh 3 3/4 ounces and remember this, that total of 22 pounds is the anticipated average for each member of the

family ... sounds as though we'd be able to keep clean, doesn't it? How the soap supplies will be divided up depends on each individual family ... its personal preferences ... whether the washing is done at home, and all that.

Tell Them The Facts

Perhaps you can discourage some of the soap-hoarders if you tell them these facts. Point out that it's up to all of us to keep the soap situation under control ... not to repeat the rumors that start people on a career of over-buying ... and to make careful use of the soap we do buy.

B E S T B U Y S

In Fresh Fruits and Vegetables Currently Obtainable in the Southwest

TEXAS - - - - - Eastern and Central Section: Carrots, egg plant, onions, Irish potatoes, sweet potatoes, rutabagas, cabbage, turnips, mustard greens, grapes, Italian prunes and tomatoes.

Western Section: Grapes, Irish potatoes, sweet potatoes, tomatoes.

OKLAHOMA - - - - - Apples, Irish potatoes, sweet potatoes, tomatoes, cabbage, carrots.

ARKANSAS - - - - - Home grown green beans, mustard greens, turnip greens, lima beans, sweet potatoes, apples, onions, cabbage, Irish potatoes, field peas.

LOUISIANA - - - - - Carrots, cabbage, turnips, Irish potatoes, sweet potatoes, oranges, apples, onions.

* - - - - The term "best buy" is used in a comparative sense; because of varying local conditions the designation of any fruit or vegetable as a "best buy" may not be accurate in some communities.

-----NOTES ON THIS AND THAT-----

A Piece of Pie- - -And Make it Carrot;

Don't be surprised to find carrot pie on restaurant menus almost any time now ... it's likely to become a frequent entry if it proves as popular with civilians as it has been with soldiers.

The Quartermaster's school for cooks and mess sergeants at Camp Lee, Virginia, has originated a recipe for this new dessert and FDA's restaurant division is making this recipe available to restaurants. No doubt many people will want to try it, not only because it's new but because it's something that the men of our Armed Forces are eating.

Incidentally, carrot pie will serve the important purpose of using up some of the dehydrated carrots which have been released to civilians. Before you start telling your listeners to go to the grocery and buy some of the dehydrated carrots, let us explain that these and dehydrated sweet potatoes are available only to restaurants, hotels and hospitals ... there aren't enough for general retail sale.

Do you remember Food Distribution Order No. 30 which reserved dehydrated vegetables for war needs? Well, the production of carrots and sweet potatoes exceeded war needs and an amendment was issued to permit their sale to civilians.

They should be of considerable help to large users not only in adding to their rations of processed vegetables but in saving labor in kitchen preparation, and in simplifying storage and transportation problems. They're suitable for use in many recipes calling for cooked carrots or sweet potatoes. So ... here's hoping we'll soon have a change to top off dinner in our favorite restaurant with a serving of that new wartime dessert ... carrot pie.

Food Distribution Order No. 82 -- Walnuts:

This new FDO, now effective, has been issued by the WFA in an effort to help fill the heavy demands for walnut meats. They're widely used in candy making, you know, and in the baking and soda fountain supply industries. It's been found that candies containing nuts sell in large quantities to service men at post exchanges, and there is also a strong civilian demand for shelled walnuts.

Under the provisions of the order, one sixth of the unshelled walnuts which meet certain grades of quality and size, offered for shipment from Washington, Oregon, and California, are to be set aside for shelling.

Irish Potatoes, VFS:

It might stand for "Irish potatoes, very fine spuds" ... actually those initials stand for "Victory Food Selection" ... and that's what Irish potatoes have been named, for the period from October 21 to November 6.

Roy F. Hendrickson, Director of Food Distribution, points out that farmers have done a great job of potato-raising ... they've produced the largest potato crop in history. He calls on homemakers, food stores, restaurants and producers to get together and conduct an intensive campaign on potatoes at that time.

This should carry on throughout the fall, of course, and you broadcasters can be of tremendous help, by telling people to buy and store more potatoes than ever. There's lots to say about potatoes ... you know a good many things, of course ... but we'll round up a few ideas and pass them on to you during the next couple of weeks. One thing ... do remember that VFS stands for "Victory Food Selection" not "special", the term used last year.

Castor Oil in the Wartime Picture:

Castor oil, like many other products, has gone through a number of wartime changes. When you were a kid, you probably never thought of castor oil except as "that awful stuff" your mother made you take.

You probably never knew that castor oil had industrial uses. Now, however, it is more important than ever and is widely used in protective coatings for airplanes, food containers, guns, ships and other materials of war.

Because of the wartime importance of castor oil and with supplies limited, last spring the War Food Administration restricted it to military and only the most essential civilian use. Recently, however, inventories have risen from an all time low to a satisfactory level. Due to this, the War Food Administration has announced the relaxation of restrictions on the use and delivery of castor oil during the next three months. This means it can be used in the production of such civilian goods as raincoats, shoes, paints, varnishes and printing inks.

Amendment to FDO 18.3 (Tea)

A recent amendment to FDO 18.3 will bring an increase in the amount of tea for civilians. Quotas for tea packers and wholesale receivers have been increased one-fourth for the current quarter. Also, tea may now be packed in the popular 1/2 pound size as well as in the 1/4 pound and 1 3/8 ounce sizes previously permitted.

-----LATE NEWS ABOUT WAR RATION BOOK 4-----

As we told you in Round-Up on September 25, War Ration Book Four is just around the corner. Be sure your listeners understand that they'll have to go to the schools to get it ... none will be mailed out.

The actual period of distribution has been announced by OPA as from Monday, October 18 through Saturday, October 30. The exact dates and locations will be announced locally for each community, of course.

Here are some of the details which everybody should know:

Who Gets War Ration Book Four?

One adult member of each family, residing at the same address, must go personally to the place of registration, and may get the new books for the whole family. Individuals residing alone or in boarding houses must also apply in person. Members of the Armed Services who eat at home will make application just the same as civilians. War Ration Book Three must be presented for each person for whom the new book is requested ... this will serve as identification and will show that the names have been entered on the master files. Book Three should not be presented for any person in the Armed Services, or for anyone else not entitled to Book Four. A simple application must be filled out by applicants giving the full name, address and sex of all persons in the family.

No Consumer Declaration Required:

OPA announces that there will be no declaration by consumers of stocks of commercial or home canned foods on hand. You will recall that when War Ration Book Two was distributed, those who had excess stocks of canned goods on hand had stamps which could be removed, this was noted on the cover of Book Two, and it was planned to take the remainder of the points owed from future books.

It has now been decided, however, to remove no stamps from Book Four for any purpose. After long discussion and debate, OPA has decided that the great increase in work which this would require of the volunteer registrars would be out of proportion to the net gain to the population. OPA figures indicate that the excess stocks held by consumers, after the deductions had been made from War Ration Book Two, amounted to less than 1/7 of a can per person.

Green Stamps and Sugar Stamp No. 19 go into Use November 1:

Be sure your listeners understand that the green stamps in the new book become valid on November 1st. They will be used for the purchase of processed foods, and will take the place of the present blue stamps. The last group of these, X, Y, and Z expires on November 20, so there will be a period, from November 1 to 20, during which both the old blue and the new green stamps can be used. We'll give you more information about the green stamps next week ... you probably won't want to take a chance on confusing your listeners by telling them all the details as early as this.

Sugar stamp No. 19 also becomes valid on November 1, and remains in effect until January 15, 1944. It is good for 5 pounds of sugar.

Those Red and Blue Tokens:

You'll doubtless receive some inquiries about the red and blue tokens which are to be used as change for the red and blue stamps. Since these will not go into use until after the first of the year, when the red and blue stamps take the place of the brown and green respectively, you probably will want to wait a while before making detailed explanations. The present plan is to assign a value of ten points each to the red and blue stamps, OPA states, but more information will be available soon regarding this, and about the tokens, and we'll pass it on to you.

Reminder:

You'll find a general description of the physical appearance of Book Four in that September 25 story in Round-Up.

-----MORE EGGS AS RESULT OF ORDER-----

This is the time of year when egg production generally hits a seasonal low. It won't be that way this year because civilians likely will get more eggs during the next few weeks than they've been accustomed to buying in the past, and here's the reason this is possible:

Up until last March, into-storage movement of eggs was progressing at such a rapid rate of speed that Army and Lend-Lease needs were not being met. To stop the heavy into-storage movement and off-set the shortages, a food order went into effect requiring all cold storage eggs to be held for the Government. Naturally, this cut down on civilian buying and stepped up Lend-Lease and Army purchases.

Now Army representatives have indicated that their needs could be met without continuation of the Order. In addition, Lend-Lease requirements have not been as high as anticipated.

When this announcement was made, the food order was abolished and this is the reason civilians likely will have more eggs during the next few weeks.

In addition to restrictions being lifted on the movement of shell eggs, the Food Distribution Administration now is offering for sale 2-million pounds of dried eggs, used chiefly in the manufacture of food products, such as noodles, macaroni, bakery products and salad dressings. FDA officials point out that the dried eggs which will be released to commercial domestic users have been kept in cold storage and are in good condition.

...

73B115a
cop. 2



DALLAS, TEXAS
October 16, 1943
No. 72

Radio Round-up

on food...

For Directors of
Women's Radio Programs

THIS WEEK'S FOOD NEWS

HOW TO USE SOYA PRODUCTS. . . .A bulletin just off the press tells about how to prepare tasty dishes and stretch meat and fish with nutritious products of the soybean.

SAFE STORAGE FOR CANNED GOODS. . . .Improper storage of canned goods this winter may result in food spoilage ... Helpful hints on how to prevent this waste of food, time and effort.

WHO SAYS WE'RE SENDING ALL OUR FOOD ABROAD?.....'Tain't so..... Facts and figures show comparatively little of it goes to Lend-Lease.

TAKE GOOD CARE OF THAT PRESSURE CANNER.....Clean it and pack it away carefully so it'll be ready for use next season.

OTHER FEATURES...Best buys in fresh fruits and vegetables...Program notes on this and that...miscellaneous tips, hints and bits of food information.

US Department of Agriculture
Food Distribution Administration

-----SOYA RECIPES - - - JUST OFF THE PRESS!-----

The recipe booklet on cooking with soya flour and grits which we told you about in September 25 issue of Radio Round-Up is out.

According to this bulletin, compiled by the Bureau of Human Nutrition and Home Economics, soya products seem to be working overtime these days.

Large quantities of soya flour and soya grits are being produced, and although some of these will go for special war requirements, much of the supply will be used at home. Soya products are especially important because of their protein content. The quality of soya protein almost equals that in meat, eggs, milk and cheese, and you'll find that soya products are good helpers when supplies of the other protein foods run short.

In many meat recipes, soya can take the place of 20 to 25 percent of the meat. This new bulletin suggests a recipe for chile con carne with soya which should taste good on one of these cold fall evenings. There's also a recipe for soya meat loaf, and one for soya meat balls. If you're interested in making fish or eggs go farther, you'll find recipes for soya codfish cakes and soya omelet.

Besides their valuable protein, soya products contribute three B vitamins -- thiamin, niacin and riboflavin. In addition to this, they boast of some iron, calcium and phosphorus.

What "Full Fat" and "Low Fat" Mean:

Soya grits and soya flour are put up in one pound packages, and in large or economy packages. In case you're wondering what "full fat" or "low fat" means on the label of soya flour cartons, the pamphlet explains it. Full fat means that after the hull is removed, the bean is processed with all the oil in it. Low fat is made from the processed bean after all or nearly all of the oil is taken out.

Whether you buy soya flour or grits, the pamphlet urges you to follow directions. Although it may seem that the recipes call for too much liquid, remember that soya flour and grits are very "thirsty" foods. Be generous with seasonings in foods with soya added, because the flavor of meat or whatever food you're mixing is made milder.

You can count on foods containing soya browning very quickly. The Bureau of Human Nutrition and Home Economics warns us not to expect soya flour to take the place of wheat flour in thickening a sauce or gravy, or to use it as the only flour in bread making. It hasn't the necessary gluten or starch for these tasks.

You'll probably be interested in the recipes and useful information about how this wonder food can help wartime homemakers solve some of their food problems. If you would like a copy of "Cooking With Soya Flour and Grits" we'll be glad to send you one.

-----SAFE STORAGE FOR THOSE HOME-CANNED FOODS-----

We suggest that you warn your listeners against storing home-canned food just anywhere, without regard to the temperature of the storage space. This is a real problem in many modern steam heated houses, or in small apartments, and so we asked the Bureau of Human Nutrition and Home Economics for a few suggestions.

They say that the storage locker in the basement of the apartment is a good place for home-canned food, provided no furnace flues or hot water pipes run nearby. The garage would be satisfactory for storage if it's cool, but not freezing cold.

One precaution against extreme cold is to wrap the jars in several thickness of paper, or to store them in the cardboard carton in which the jars were purchased, these, incidentally, are good blackout measures ... jars of food should not be left where the light will shine on them steadily... this tends to make the food fade and lose vitamin value.

Don't keep the home-canned food on that high shelf in the kitchen cupboard, the Bureau warns. Hot air rises you know, and up there near the ceiling, it's likely to be practically the perfect incubation temperature for bacteria. Even in properly processed canned foods, there may be some bacteria left inside the jar, and you certainly don't want to keep them warm and cozy so that they'll grow.

Those of you who see a certain well known magazine probably got a laugh out of the cover a couple of weeks or so ago, showing the lady tucking jars of tomatoes among the hats on the shelf of her clothes closet. That's not far from what some people have been doing, we're sure ... and if it happens to be a nice cool closet, we'd say to leave the tomatoes there and park the bonnets somewhere else.

-----WHO SAYS WE'RE SENDING ALL THE FOOD ABROAD?-----

If people are asking you every once in a while ... occasionally, perhaps, twice in a while, what you think about all the food we're sending out of the country in those Lend-Lease shipments ... here are some recent figures which will interest you.

Lend-Lease food exports during the first eight months of this year, on an over all basis, expressed in terms of dollar value, amount to about nine percent of our total food supply. 1942 exports were approximately six percent of the available supply. Here are the figures of some of the most important foods:

Milk products... Less than 3 percent butter... 1 percent cheese; 11 percent beef and veal, 1 percent lamb and mutton, 12 percent pork; 15 percent canned fruits and vegetables; 1 percent dried fruits; 21 percent dried beans and peas 11 percent.

Putting it on a more personal basis, here's what the Lend-Lease shipments of butter and meat meant to each of us civilians in this country, in relation to our own personal three meals a day:

The butter we shipped to our Allies would have amounted to only one tenth of an ounce weekly apiece... The beef and veal, three tenths of an ounce...pork the relatively high quantity of five ounces per week per civilian. Perhaps if you pass this information along to your listeners, it will keep some of them from feeling too sorry for themselves.

Foot Note to the Foregoing:

We've just received some news about the way Lend-Lease operates in reverse. The U. S. Army is getting approximately 700 million pounds of meat per year, carcass weight, from Australia and New Zealand. In the words of the FDA official who gave us this information "That's a heck of a lot of meat."

-----TAKING CARE OF YOUR PRESSURE CANNER-----

Here's information from the Bureau of Human Nutrition and Home Economics about storing the pressure canner, after it's finished the big summer job of canning victory garden vegetables and fruits ... though many homemakers are probably keeping it busy a bit longer, canning meat or poultry.

"Before storing the canner, clean and dry it thoroughly. Leave no food or salt deposits on canner as they will pit aluminum, may impair glaze on porcelain enamel and may cause tinned steel to rust. Smear threads of screw locks with a thin film of vaseline or any salt-free oil, to prevent rust. Crumple newspapers inside kettle to absorb moisture and odors. Wrap cover in a paper to keep dust out of gage and valve openings and to protect cover edges. Invert cover on kettle. Never store the canner with cover on right side up."

This will insure your finding it in good condition when the 1944 canning season rolls around.

Incidentally there's a new folder "Take Care of Pressure Canners", AWI-65 recently issued by the Bureau, (the above is quoted from this folder), which contains much helpful information about the use and care of canners, together with some grand pictures. If you want a copy, write the regional office of FDA from which you receive this copy of Radio Round-Up.

-----PROGRAM NOTES ON THIS AND THAT-----

Cooperation in the F.F.F.F. Campaign:

Good news came from Chicago the other day, to the effect that regional officers of FDA, OPA and OCD, with the approval of OWI, got together and set up a plan for cooperation in the Food Fights For Freedom campaign during November. The joint regional committee they've formed will eliminate confusion and cut a lot of red tape. Each community is being urged to form a local citizens' food information committee ... so don't be surprised if somebody invites you to be on this committee. Radio women seem to us to be logical candidates.

Turkeys Still Going to War:

If people are asking you when you think they'll be able to buy a turkey, now that the days are getting cooler and they're beginning to think about holiday dinners ... tell them that the Army is still the only customer. The turkey embargo order, which was put into effect so that the armed forces could be sure of enough turkeys for the holiday season, will not be lifted until these needs have been met. The quantity now expected to be necessary for shipment to battle fronts is about 12 million pounds...the Army to date, has obtained only about three-fourths of this amount. Furthermore, the office of the Quartermaster General has asked for assurance that commitments for from 20 to 24 million pounds of turkey for service men in this country will be met in plenty of time to supply the holiday needs. Until then, it will be a case of C. H. B. ... civilians hold back.

-----BLUE INTO GREEN-----

That's the color change which will take place on November 1, with regard to the ration stamps for processed foods. Those who've spent all their blue stamps will start then using the green stamps from War Ration Book Four. The last set of blue stamps, X, Y and Z are valid until November 20, remember, so that there'll be 20 days during which both blue and green stamps will be usable.

The new green stamps are just the same as the old blue stamps, as regards letters, numbers and values. The only difference is in size ... they're approximately one-half the size of the stamps now in use. A, B and C are the first to become valid, of course, and they'll be good until December 20. Please tell your listeners there's absolutely no change in the method of shopping ... the green stamps will be handled the same as the blues.

As you probably remember, there are blue stamps in War Ration Book Four ... be sure everybody understands these are not to be used until later, however. Leave them alone until OPA gives the green light!

Milk Control and Conservation Program Extended to Include New Orleans:

New Orleans is one of five areas to which the milk control and conservation program has been extended.

The purpose of the program, as you probably know by now, is to conserve milk supplies in the face of steadily mounting consumption and to facilitate fair and even distribution of those supplies.

The program, which will become effective October 17, will be administered by J. B. McGroskey, 1421 Carondelet Building, New Orleans.

Dealers' milk sales in the New Orleans area will be limited to 100 per cent of their June sales for fluid milk; 75 per cent of June sales for cream and 75 percent of June sales for milk by-products as a group (including such products as cottage cheese, chocolate milk and buttermilk).

Manufacturers of household brooms made entirely or partly of broom-corn have been allowed an increase in maximum prices amounting to three cents per pound on the total weight of the broom, the OPA has announced.

* * *

The butter situation should improve before very long. The government now has a six months supply and doesn't expect to acquire any more until at least April 1, 1944. That means all the butter produced the next five or six months will be for civilian use entirely ... and that's 110 to 130 million pounds a month.

* * *

All stocks of sauerkraut now in the hands of packers have been "frozen" and are to be set aside for government purchase until military requirements are met.

* * *

The maximum price of apples for home consumption will be set October 22 at levels which mean a season's national retail average of between 10 and 11 cents a pound, OPA has announced.

* * *

OPA has said that it has no intention of averaging off the maximum price of live turkeys at basing points so that birds of all weights would have one maximum price per pound.

It's statement followed reports that some turkey growers might be inclined to withhold turkeys from the Army Quartermaster market centers in the hope that OPA would take such action. OPA said, however, that the "averaging off" system would raise the price of heavier birds and lower the price of small ones, and would be unwise at this late date.

The Army, you know, has first call on all turkeys needed to provide holiday dinners for its fighting men.

* * *

FOOD FIGHTS FOR FREEDOM!

-----HATS OFF TO THE FARMERS-----

American farmers did a great job this year producing food in the face of handicaps and the 1943 harvest is something for them ... and us ... to be proud of as a splendid accomplishment. It's bigger than any in history with exception of last year's record-breaker.

Here are some crop production figures based on the October 1 official estimates of the Bureau of Agricultural Economics:

Sweet potatoes	74,704,000 bushels
Cranberries	725,000 barrels
Pears	23,853,000 bushels
Commercial apples	90,057,000 bushels
Peanuts (picked and threshed Oct. 1)	2,769,000 bushels
Grapes	2,796,950 tons
Irish potatoes	469,545,000 bushels
Plums and Prunes	682,000 tons
Corn	3,055,605,000 bushels
Wheat	835,816,000 bushels
Rice	69,019,000 bushels
Beans (dry)	2,277,000,000 pounds
Soybeans	206,868,000 bushels
Sugar beets	7,525,000 tons
Sugar Cane	6,801,000 tons
Peaches	42,127,000 bushels
Oranges and Tangerines (early and mid-season)	46,640,000 boxes
Grapefruit	46,516,000 boxes

Yes, that's a lot of food and it's going to help us win the war!



DALLAS, TEXAS
October 23, 1943
No. 73

Radio Round-up

on food...

For Directors of
Women's Radio Programs-

I N
T H I S W E E K ' S I S S U E
W e B r i n g Y o u . . .

ANSWERS TO MILK AND BUTTER QUESTIONS....how the milk conservation and control program is working...and why butter points were increased.

* * *

FACTS ABOUT STOVE RATIONING....Nights (days too!) are getting chilly. If your listeners need stoves or heaters of the type that's rationed, they should see their ration boards.

* * *

A LINE ON RICE SUPPLY PROSPECTS....Under controlled distribution plan some states---like those along the Gulf coast---where past consumption has been high will get greater quantities of rice than others.

* * *

AN EXPANDED REPORT ON "BEST BUYS"....More detailed information about availability of fresh fruits and vegetables in retail markets is contained in this "Round-Up" than in our past weekly summaries.

* * *

NEW CITRUS REACHING THE MARKET....HOW TO GET BOOK NO. 4 IF YOU'RE TRAVELING. . . . NEW FOOD ORDERS and other consumer news.

* * *

US Department of Agriculture
Food Distribution Administration

-----ANSWERS TO MILK AND BUTTER QUESTIONS-----

If you broadcasters live in one of the newly restricted milk sales areas, maybe you've experienced a cut in the amount of milk and cream delivered at your home. This has happened to a great many people (including us) and some of them are asking why.

In a farm and home hour broadcast, this week, Roy F. Hendrickson, Director of Food Distribution, gave a good answer to the question. Here's what he said:

"Hold the Line" Order

"The Milk Conservation Order does not cut down home or store deliveries of milk, but it is designed to cut down deliveries of cream and other milk by-products.

"It is not an order to make people drink less and less milk. Rather it is a "Hold the Line" order...to check the rise of milk consumption, and maintain it at the June 1943 level.

"You see, every month more and more fluid milk was being consumed, and production just couldn't keep up with the rise in consumption. The added milk that was bought each month meant there would be less and less milk available for milk by-products. Thus the order to check this rise.

"By cutting down on cream deliveries and checking the milk consumption at the June Level, consumers are assured that a certain proportion of the milk will go into milk products. In other words, if all the milk were consumed as fluid milk, there would be no milk by-products.

"Now, as to your milk man cutting you down on home milk deliveries... your milk man is allowed by this order to sell as much as he did in June. If he has taken on new customers, it may be necessary for him to make some adjustments which will take a little time to work out. He must try also, of course, to take care of new babies, , and of nursing and expectant mothers. If anyone feels that he has been unduly cut down by his milk man, he should call the milk company, or call the local market agent who is responsible for seeing that the order is lived up to on a fair basis."

Where's the Butter ?

In view of the fact that Uncle Sam is taking no more butter and that all the butter produced now is going to civilians, some people are asking why it's still so hard to get butter in many places. Mr. Hendrickson gave a good explanation, part of which we're passing on to you:

"Butter producers can sell their products right at home, there's a tendency to keep them there, and not ship. Shipping runs up the costs, means more bookkeeping, and during normal years is only a means of selling all the butter.

"And with people having more to spend, selling all the butter is no problem. . There's the picture...and until the distribution problem is solved, there may be some areas which don't get a fair share of the butter. But that's why OPA put the point value of butter up to 16 points a pound.

If the people in those producing areas don't have the points to buy all that butter, more of it will be shipped out to areas where there is

now a shortage." Incidentally, there's less cottage cheese.

Toward the end of the interview, Mr. Hendrickson was asked why many customers are finding a shortage of cottage cheese in their stores. He replied:

"...Cottage cheese is a by-product of milk. And that great increase in consumption of fluid milk I told you about has been the cause of a cottage cheese scarcity. Under the milk conservation order...cream, cottage cheese and other milk by-products are being cut down so we can keep our fluid milk consumption at the highest levels possible. And those levels have been fixed as of June 1943. When there's only so much milk produced, it's a matter of using it in the way it will do the most good."

Here's more information about butter, to help you answer questions. Last June, the month of highest production, the total butter supply was 202 million pounds. 96 million pounds of this were set aside for government use, leaving 106 million pounds to civilians. November butter production is expected to be 110 million pounds. Since none is being taken by the government, however, the total production will go to civilians.... giving them 4 million pounds more than in June.

That's the way it will continue for the next five months...civilians will get all the butter that's made. While the total amount produced will be lower, civilians actually will be getting more during the winter and early spring than they have since last February, when the butter set-aside order went into effect.

How Much Milk in One Pound of Butter?

Did you know that it takes 100 pounds of milk to make 5 pounds of butter? In the event you don't think of milk in pound-weight, here's an easier set of figures for you...9 to 10 quarts of milk are required to make a single pound of butter. The relationship between milk and butter makes it easy to understand why both of them become such important commodities in wartime.

-----TIME TO TURN ON THE HEAT-----

You know, of course, that stoves are rationed, and have been since August 24. Do you know why?

It's because only about 40 percent of the usual number will be made this year. Over $8\frac{1}{2}$ million stoves were made in 1942, as compared with $3\frac{1}{2}$ million scheduled for 1943. This is because of the heavy war demands for metal, as you realize, and the necessity of using for civilian production only as much as is necessary for urgent needs.

The shortage of some fuels in certain sections of the country is another factor which has to be considered in the stove rationing program. The object is, naturally, to distribute the stoves which are made as fairly as possible to the homes where they are most needed.

Practically all domestic cooking and heating stoves are included in the program, which covers the entire United States. It may be that you'll

receive such inquiries about this matter, and we feel that it may be helpful to you to have a list of the stoves that are rationed.

- 1 - Coal and wood heating stoves and laundry stoves, (except laundry stoves with built-in water jackets or coils, gas hot plates or laundry stoves.)
- 2 - Coal and wood ranges and cooking stoves.
- 3 - Gas heating stoves and heaters.
- 4 - Gas ranges, gas cooking stoves.
- 5 - Oil and kerosene heating stoves and heaters.
- 6 - Oil, kerosene and gasoline ranges and cooking stoves.
- 7 - Conversion range oil burners. (They are rationed, but are not being manufactured, and their sale is not limited by board quotas.)

Each local war price and rationing board is provided with a monthly ration quota of stoves, so that all sections of the country may share fairly in the total supply, according to need.

Any person who needs a stove may apply to his local rationing board. He will file an application for a stove purchase certificate, and if the board finds him eligible...and if its quota has not been exhausted...the certificate will be issued. Each certificate is good for one stove. And may be used only for the type specified.

-----CIVILIAN RICE SUPPLY-----

In order to meet the increased demand for rice this year, the War Food Administration recently announced a method of controlled distribution.

Under this system, States like Louisiana whose people normally eat the most rice will get the largest amount. The average quantity of rice eaten by a person in the southern states ranges up to 25 pounds a year, while the average for the whole United States is only 5 to 6 pounds per person.

A supply of about 20 million pockets is expected during the year 1943-44...yes, the word is "Pocket"...that's a trade term for a hundred pound bag of rice. However, almost half of this must be set aside for Government requirements. In addition, about one-sixth of the total rice supply will be sent to other parts of the western hemisphere, mainly Cuba and Canada.

The amount of rice which civilians will have this year will be slightly higher than the average consumed between the years 1933-42. Although every effort is being made to fulfill all civilian requirements for rice, production has been increased to meet direct war needs, and it is important to keep civilian requirements near pre-war levels.

-----NOTES ON THIS AND THAT-----

Now is the Time

We're turning into the home stretch in the distribution of War Ration Book four...in some sections of the country it's all over, of course. Here's the answer to a question which came up in Washington this week, and if you receive any inquiries, perhaps it will help you to know what OPA says.

A person who's on a traveling job, or just happens to be away from home during the time of registration for book four, can go to the nearest ration board, wherever it may be. If he has War Ration Book three with him, this board will issue book four to him, just the same as his home board would have done.

Speaking of Citrus Fruits

There's an orange glow on the horizon, so to speak...Florida and Texas oranges are arriving at many markets in steadily increasing numbers, beginning this month. Adding to the California supplies, it certainly will be nice to have that breakfast orange juice back again, won't it?

Utility Beef Joins the Army

As you know, an order already is in effect requiring that 45 percent of all choice, good and commercial grades of beef be set aside for military use. Now it is required that all Federally-Inspected slaughterers set aside 45 percent of the utility grade steer and heifer beef which comes within the Army specifications for this grade. This should reduce the necessity of cutting more deeply into supplies of better grades of beef.

The amendment covering this requirement (No. 3, to FDO 75.2) became effective October 18. It also provides that 80 percent of the amount set aside is to be prepared for Military use as boneless meat. You'll remember that we've already told you the boneless beef story.

Food Distribution Order No. 86 --Rosin

The purpose of this order is to lessen the quantities of Fats and Oils which will be required to achieve that 28 percent increase in our soap supply, which we told you about in Round-Up of October 9.

The War Food Administration has prescribed adjusted soap formulas which will account for about 9 percent of that increase by requiring a larger use of rosin and other non-fat materials. This order becomes effective on November 1, 1943.

You'll be interested to know that soap prices won't be changed, as long as the serviceability of the soap products is not reduced. This is due to an amendment by OPA of the price controls over soap.

Note that this percentage is 9 percent of the original 28 percent increase predicted...not an additional 9 percent. The other 19 percent was provided in an amendment to FDO No. 42, effective October 14, authorizing additional Fats and Oils for soap making.

Food Distribution Order No. 85.1 - Grapefruit

Early shipments of white fleshed grapefruit from the lower Rio Grande Valley Region of Texas have been limited to 20 percent of the total 1942-43 season's shipments, according to the provisions of this order.

The limitation is effective from October 15, 1943, to January 1, 1944, and is designed to prevent too much grapefruit from going into the fresh market before processors begin operations. Because of the present heavy demand for fresh fruit, it was felt that a larger-than-usual amount of grapefruit might be marketed during the early part of the season, and there would not be enough fruit left to meet requirements for grapefruit juice and other grapefruit products.

Processing operations do not begin during the first few weeks of the season, and these limitations will help save supplies of the fruit until the canning does start. Then, there's another effect...more grapefruit will be allowed to remain on the trees until they become fully mature. The main purpose of the order is to assure processors enough grapefruit to meet military and civilian requirements...thus providing the preserved fruit for use after the fresh crop is gone.

This FDO also contains provisions for setting aside any quantity of the grapefruit which may be necessary to meet essential requirements for processing. The set-aside order may not be placed in effect, however, until the early part of December, when the Texas canning season gets under way.

Inter-Agency Committee Formed

A new inter-agency committee on food for workers has been formed for the purpose of providing necessary food to industrial workers.

Roy F. Hendrickson, Director, Food Distribution Administration, is the chairman, and Dr. Robert S. Goodhart, Chief, Nutrition in Industry Division, Nutrition and Food Conservation Branch, Food Distribution Administration, is secretary.

Committee members include representatives of the War Food Administration, War Production Board, Office of Price Administration, and War Manpower Commission.

This committee will recommend and advise on overall policies affecting development of the Industrial Feeding Program. The feeding program will aid in supplying sufficient amounts of food to meet the physiological needs of industrial workers. On-the-job feeding is believed to be the most effective method of assuring adequate kinds and amounts of food for the workers.

----- "BEST BUYS" IN FRESH FRUITS AND VEGETABLES -----

Considerable variety in the line of fresh fruits and vegetables will help housewives this week find the answer to the question of what they should "give the family to eat" from the standpoint of nutrition and economy.

There's a lot of fresh produce available just now to simplify the meal-planner's task of serving attractive meals which the family will enjoy and which will also meet wartime nutritional standards.

Not enough have reached retail dealers to warrant a "best Buy" designation over the Southwest generally, but some of the new crop of oranges are now appearing on the market and serving to relieve what has been an acute citrus fruit shortage in some areas.

Potatoes, both sweet and Irish, stand high on the list of plentiful vegetables as result of huge crops, and excellent supplies of such produce as green beans, lettuce, carrots, turnips and assorted greens are generally obtainable. It is being recommended that consumers purchase and store in their homes considerable quantities of Irish potatoes to avoid wasting any part of the big crop since there is insufficient commercial storage to take care of the tremendous production. Home stored potatoes should be kept away from light in a temperature of from 40 to 60 degrees.

"Best buys" recommended for states and areas follow:

TEXAS: Fresh vegetables are plentiful over most of the state. In the eastern and central sections, especially in the Beaumont-Houston area, Irish and sweet potatoes, eggplant, grapes and cabbage can be obtained, and in the northeastern section turnips, rutabagas and squash are particularly recommended. In and around San Antonio, new-crop oranges and grapefruit have begun to appear in quantity, and are listed there as "best buys" along with spinach, carrots, green beans and beets.

In west central Texas, around San Angelo, sweet potatoes, apples and turnips take top billing for the week, and in the Amarillo area tomatoes, cabbage and turnips crowd the front row of available vegetables.

OKLAHOMA: In the Oklahoma City area, apples, Irish potatoes and tomatoes claim attention as "best buys" and in other sections of the state, especially around Ardmore, carrots, sweet potatoes and lettuce are attracting attention of meal-planners.

LOUISIANA: Green beans, carrots and turnips offer opportunity for timely purchases in and around Baton Rouge, while Irish potatoes, tomatoes and onions are heading many market lists in the New Orleans area. In the northwestern portion of the state oranges and grapefruit have re-appeared in Shreveport and sweet potatoes have become fairly plentiful. Miscellaneous green produce is also available.

ARKANSAS: Because of producing so much of its own supply, Arkansas has plenty of apples and in Pine Bluff and other cities there are good supplies of green beans, lettuce, tomatoes, turnips, mustard greens and grapes.

FOOD FIGHTS FOR FREEDOM!

-----IRISH POTATOES---NATIONAL VICTORY FOOD SELECTION-----

Irish potatoes are the present National Victory Food Selection...and will be through November 6. We hope you will make use of all the information you have or can acquire on potatoes.

There's a huge crop, you know...the fall crop alone is estimated at 360 million bushels...that's 73 million bushels over last year's fall crop...almost as large as the entire 1942 harvest, in fact. There'll be plenty of potatoes to meet military needs and leave more than usual for civilians.

Potatoes and Vitamin C!

You know a good deal about the nutritive value of potatoes, we're sure, and we've talked about that in fairly recent issues of Round-Up.

There's one point, however, which you might like to stress, since it concerns the very important Vitamin C, the anti-scurvy vitamin. The percentage of this vitamin in potatoes is not large, yet, because they're usually eaten regularly and in fairly good quantity, they may contribute a good share of your daily vitamin C requirements.

This, as you know, is a vitamin which cannot be stored in large amounts by the body...a regular daily supply is necessary.

Many Ways to Cook'em!

Here's some news from the Agricultural Research Administration laboratories about potato cooking tests they've been making. It's been found that boiling them in the skin saves the most vitamin C and thiamin... You'll probably want to tell your listeners this. It would be well to stress the fact that boiling potatoes is the first step in many other methods of preparation and serving.

Change Your Style Once in a While!

Without any intention of being poetic, we make this suggestion for you to pass along to the homemakers in your audience. There's really no excuse for boring the family with potatoes fixed the same old way when there are literally dozens of styles of cooking and serving them.

If you're counting the calories, remember it's usually the food you add to potatoes which runs up the calories. While they're a starchy food, it's true, potatoes run only 335 calories to the pound. Compare this with white bread, for example, which contains 1185 calories per pound. Take a medium sized potato, about five ounces in weight, say, containing about 100 calories.

Well, the cubic inch square of butter many people used on it in prewar days has just as many calories. Two small slices of bacon have the same value...so have 3 small pieces of candy. It's really only fair to potatoes to consider them in relation to other foods if you are "calorie conscious."



DALLAS, TEXAS
October 30, 1943
No. 74

Radio Round-up

on food...

For Directors of
Women's Radio Programs

T H E

F O O D N E W S

W e B r i n g Y o u T h i s W e e k

I n c l u d e s F a c t s A b o u t

- * THOSE FIGHTING TIN CANS. More tin is needed to save lives of fighting *
* men and to build tanks and destroyers...Tin *
* cans must be salvaged! *
* * * * *
- * COLORING ADDED TO ORANGES. Does it fool you? It won't when you learn *
* what it really means.....There's no reason *
* to think that an orange is less ripe or of *
* lower quality because it bears the "color *
* added" stamp. *
* * * * *
- * BEST BUYS IN FRESH FRUITS *
* AND VEGETABLES What's in Southwestern retail markets this *
* week. *
* * * * *

A n d O t h e r F o o d I n f o r m a t i o n Y o u
W i l l W i s h T o G i v e Y o u r
L i s t e n e r s

* * * * *

US Department of Agriculture
Food Distribution Administration

-----THOSE FIGHTING TIN CANS-----

Have you talked about tin cans lately? Have you passed on to your listeners those figures recently released by WPB which show that only one out of every three tin cans is being salvaged?

If you've seen piles of tin cans on vacant lots, or open cars of cans hauled along the railroad tracks, maybe this hardly seems possible. That's the cold, hard facts, however, and it's why the Chairman of WPB has called for an intensified drive.

He says that 400 million used tin cans are needed monthly for war production, and it's up to American housewives to salvage at least twice the number of cans now being collected if we're to reach that figure.

This is Why Tin Cans are Important:

Maybe some people think that because we've cut down a great deal on our use of canned food the number of cans it's possible to save won't amount to much.

The answer to that is that even under point rationing, American kitchens will use enough tin cans in one year to provide steel for almost 23 thousand medium tanks, or 900 destroyers.

You can bring the importance of tin home to many of the women listening to you if you tell them that tin has vitally important medical tasks to perform. It takes 100 percent pure tin to enclose the small individual morphine hypodermic syringe (or syrette) which the wounded soldier uses on the battle field. The emergency sulphur ointments which protect him from deadly infection in the jungle are encased in tin.

Those ointments also help to heal burns, and relieve injuries to the eyes. That precious blood plasma with which countless lives are being saved right at the front lines is safeguarded with tin. Tin containers of many kinds are indispensable to every branch of the armed forces, because they're the most perfect protective covering. No other metal or substitute will serve as well.

Tin is also the best protective covering for food. Tin-coated steel containers withstand shock, heat, cold, contamination, climatic changes and the storage hazards which food for soldiers must meet in wartime.

Where the Tin Cans go:

The prepared cans, (clean, open at each end, and flattened) are sent directly to detinning plants, where they're placed in a caustic solution which takes the tin off both the outside and the inside. Incidentally, only about 1 percent of the can is actually tin so it takes a lot of cans to get any quantity of tin.

The remaining scrap steel is either sent to steel mills, for use in the production of steel, or to copper mines, where it is used for precipitating copper from the mine waters. There each tin can produces its equal weight of copper.

Collection Service Improved:

In the early days of tin can salvage, collection was a serious problem, and not always well handled. Now, however, regular collections are provided in nearly all large cities, either by the city government or by volunteers from industry.

About 15,000 salvage committees are in operation throughout the country and in addition, there are 2,000 industrial authorized agents helping in the collection and preparation of tin cans. There has been also considerable expansion during the last year of the plants which accept cans for war use.

A Woman's Job:

Tin can salvage is certainly a woman's job....something every woman can do which will be of material help in fighting the war. Make your listeners understand that tin is a fighting metal....it must be salvaged!

-----MAKING THE ORANGE "ORANGE"-----

How do you suppose the homemakers in your audiences feel about an orange bearing the stamp "Color Added"? Do you suppose they have a prejudice against it?

Perhaps they're reluctant to buy it, thinking it isn't ripe, although it looks perfectly all right. Maybe you even feel that way about it yourself. If this is the case, both you and they are being unfair to perfectly good oranges, and here's why.

The citrus specialists of the U. S. Department of Agriculture tell us it's usually the Florida and Texas oranges which bear this stamp....the law requires that oranges be marked this way, incidentally, when color is added.

Wide varieties in day and night temperature and the presence of iron in the soil of California makes the color of the skin much deeper, and therefore no help is needed to make the western orange really "Orange Colored". The Florida orange, however, often reaches maturity while the skin is still green, and to get the traditional bright color, a special beauty treatment is required, so to speak.

Practically all oranges go right from the tree to a coloring room. It's really a gas chamber, where the action of ethylene gas helps to change the color of the skin. Then if the color still isn't deep enough Florida and Texas oranges are put into a dye solution which makes it darker. As a matter of fact, only about one third of Florida oranges require color added for deepening the orange color.

There are several important facts to remember, and to pass on to your listeners. First, these color-added oranges are ripe....under Florida law certain maturity tests are required, and these tests are more strict for the color-added fruit than for the other. Second, the dye used meets specifications of the Department of Agriculture, and is subject to government analysis at any time. Third, there is no difference in the quality or the flavor of the orange.

The early fruit is particularly slow to color on the trees, and the process of changing the color of the skin in this way has been a great help in meeting the public demand for oranges. Don't think an orange is sailing under false colors when that phrase "Color Added" is stamped on the outside. It's just another instance of science coming to the aid of nature.

-----NOTES ON THIS AND THAT-----

Lid's Off the Turkeys:

We checked up to the last minute hoping that the turkey story would break in time for the October 23 issue of Round-up because we had heard rumors that the embargo would be raised at any minute. We're sorry that we couldn't get the information last week for you, but here's the general idea, just in case you don't already know about it.

From now on, if you see a turkey in the store, you need not be afraid it's a Black Market bird. Overseas shipments for our armed forces have been met in full, and a large part of the needs for military personnel stationed in the United States.

The entire turkey need for the armed forces totals less than 10 percent of this year's supply. Now that turkeys for Thanksgiving, Christmas, and New Year's dinners have been assured for our men and women overseas, the remaining supply --- 445 million pounds --- of turkeys is now available for civilians.

Home Slaughter News:

In an attempt to make the requirements covering home slaughter and point free meat consumption as clear as possible, the Office of Price Administration and the War Food Administration have jointly announced a simplified procedure.

The WFA stated that an individual may now slaughter for home use without a license or permit, provided he is entitled to consume the meat point free. OPA announced that a person is entitled to have the meat point free only under the following circumstances:

- (1) The meat was produced from livestock which was raised from birth on a farm or other premises which he operates.
- (2) The livestock was raised for at least 60 days immediately before slaughter on his premises.
- (3) The livestock was raised on his premises for a period during which the weight was increased by at least 35 percent.

In addition to these requirements a person must have resided on a farm which he operates more than six months of each year, or must have visited the farm for the purpose of giving personal attention and supervision to the raising of the livestock for at least one third of the time he claims the right to consumer point free meat.

By meeting these conditions, farmers will now be permitted by WFA to slaughter for home use without a permit or license. All others who slaughter meat must have a permit or license as in the past.

FDO No. 87, Fatty Acid Inventories Limited:

In order to provide better distribution of available supplies of fatty acid, inventories (excluding fatty acids produced by the user) will be limited to a 60 days' supply. These limitations will be based on the quantity of fatty acids used during the first six months of 1945. Non-producing users may figure their inventory as one third of the quantity consumed in the first half of the year.

This order does not apply to crude and refined tallow oil, and raw or acidulated foods from the refining of animal, vegetable, fish or marine animal fats and oils.

However, it does apply to all fatty acids produced from these oils, and purchased by the users, whether distilled or undistilled. Among the common fatty acids, affected by this order are those produced from cottonseed, peanut, soybean, corn, coconut, and hydrogenated vegetable and fish oils.

More Facts about Butter:

We gave you a number of facts about the butter situation last week. Here's a bit more information, supplied by OPA, which may be valuable to you.

The question has arisen as to why butter rationing isn't separated from meat rationing. The answer is that they're grouped together for the sake of simplicity. Separate rationing would require separate stamps and of course more work for the storekeeper and more bother for the housewife. The matter of separate rationing of butter is now being considered by OPA, however, in view of the heavy consumer demand.

Perhaps you've heard people ask why the government doesn't allocate butter to regions with less than their fair share. Well, this would require the government to buy and resell all stocks of butter....a complicated system which would be tried only as a last resort. OPA hopes that the recent increase in the point value of butter will help to even up the distribution, through cutting sales in certain areas.

-----"BEST BUYS" IN FRESH FRUITS AND VEGETABLES-----

The citrus "drought" is over. From the Rio Grande valley of Texas and from California and Florida oranges and grapefruit are pouring into South-western retail markets and the citrus scarcity which became acute during the first part of October has ended. Matter of fact, oranges and grapefruit are now generally on sale in such quantity that they are definitely in the "best buy" class among fresh fruits and vegetables in many retail markets in Texas, Oklahoma, Arkansas and Louisiana.

Not only is the housewife pretty certain of again being able to give her family its day-starting share of Vitamin C in form of orange juice or sliced grapefruit, but she can also be confident of finding a wide assortment of fresh vegetables. Among the root vegetables, those two stand-bys, Irish and sweet potatoes are handing up some kind of consistency record.... they're still best buys as they have been for quite a while. The wise housewife will feed her family as much as they'll eat and store under proper conditions as much as she can in or around the house.

"BEST BUYS" This Week by States

TEXAS - - - - - Down around Beaumont and Houston there are plentiful supplies of potatoes, both Irish and "sweets", with excellent offerings of onions, greens, carrots, lettuce and green beans, and such fruits as grapes and apples.

In the Dallas-Fort Worth area squash, rutabagas, Irish and sweet potatoes are definitely the "best buys", with cabbage, carrots, collards and pumpkins running close behind, and with plenty of Texas oranges available at decreasing prices.

Down in San Antonio and the south central portion of the state, there's an abundance of oranges and grapefruit, and the home marketer doesn't have to look far to find lots of cabbage, potatoes and green beans. Up in the Panhandle the "best buy" spotlight shines on turnips, cabbage and carrots.

OKLAHOMA - - - - - Good offerings of miscellaneous fresh fruits and vegetables are available in Oklahoma retail markets, with apples, Irish potatoes and tomatoes the "best buy" stand-outs in Oklahoma City and elsewhere in the state, and sweet potatoes, carrots and lettuce claiming that distinction in Ardmore and the southeastern area.

ARKANSAS - - - - - Now-crop oranges and grapefruit, plus quantities of grapes, give Arkansas housewives who for some time have been buying apples pretty economically, a choice among the fruits. As is generally true everywhere, Irish and sweet potatoes are on sale in large quantities. In the Pine Bluff area home-grown greens, turnips and bell peppers get the "best buy" nod; in and around Little Rock it's cabbage and carrots.

LOUISIANA - - - - - There's no lack of selection in the fresh fruit and vegetable line in Louisiana, with oranges and grapefruit heading the "best buy" list in Shreveport; turnips and carrots featured in Baton Rouge and tomatoes, cabbage and apples claiming marketers' attention in New Orleans. Irish and sweet potatoes are abundant over the state as a whole.

142
3 R 11 Da
401

LIBRARY
CURRENT SERIAL RECORD
NOV 14 1943

DALLAS, TEXAS
November 6, 1943
No. 75



Radio Round-up

on food...

For Directors of
Women's Radio Programs

FOOD NEWS

For Your Listeners This Week

Includes.....

NOVEMBER IS "FOOD FIGHTS FOR FREEDOM" Month.....The F.F.F.F. Campaign is Reaching its Peak but the Need for Supplying Facts and Information about the Wartime Food Situation Will Continue 'til the Victory Which Consumer Cooperation Will Make Possible Has Been Achieved.

* *

TO MARKET, TO MARKET!.....That's Where Hogs Should Go Before the Big December-January Selling Rush to Avoid Shipping and Handling Congestion.

* *

"SHARING AND PLAYING SQUARE".....What This "Food Fights for Freedom" Principle Means in Terms of Rationing and Price Control.

* *

MORE RICE AND CANNED FOOD FOR CIVILIANS.....HAMBURGER UP 1 RATION POINT

-----and other information from various sectors of the Food Front-----

* * * * *

US Department of Agriculture
Food Distribution Administration

-----NOVEMBER --- F.F.F.F. MONTH-----

As you know, November is the big month in the Food Fights for Freedom campaign. But don't forget that we must continue this campaign every month until the war is won.

November is America's Thanksgiving month...a good time to remind everybody what we have to be thankful for and to point out to them what we must do to preserve the right to celebrate Thanksgiving in our traditional way.

You're receiving lots of suggestions about ways of putting across the FFFF slogan, we know...Produce and Conserve...Share and Play Square. You doubtless have a good many ideas of your own too, based on local conditions, the type of program you do and all that.

Here's some of the information given to the people who attended the recent agricultural outlook conference in Washington which we feel would make good program material. As you may know, this is a yearly meeting of agricultural and home economists. They're invited from nearly every state in the union, and this year 44 states were represented. They presented their ideas of what's ahead for agriculture in the following year, and checked this against the picture as seen from Washington.

The Farmer's Job in 1944:

These discussions reflected the fact that American farmers have a tremendous job ahead in 1944. Our food production increase is much greater than in world war I...23 percent, as against 12 1/2 percent, in each case compared with the record year's output preceding each war.

This production must be kept up if we're to meet the greater demands of world war II however.

Howard R. Tolley, Chief of the Bureau of Agricultural Economics of USDA, made a number of interesting statements. He said that with just average weather next year and average yields, we'll break another food production record. Mr. Tolley reported that the general verdict is that the 1944 farm income will rise slightly over the record income in prospect for this year.

For the benefit of your listeners in rural areas, it will be a good idea to pass along the suggestion of the conferees that farm income can best be spent in two ways...by paying off debts and by purchasing war bonds. Many things will be needed on farms as soon as the war is over...new machinery of course, and there'll be construction and repairs to make.

So it seems reasonable to figure that it will be better to have a nest-egg of war bonds, even if some debts are left to pay, than to have all the debts paid up and no bonds.

How Much Food are we Shipping Abroad?

Mordecai Ezekiel, Economic Adviser to the Secretary of Agriculture, was another speaker at the Outlook Conference. He pointed out that the United States

is not now the major source of export food for war or relief purposes.

There are 62 million tons of food exports (largely wheat and sugar) from all parts of the world available to the United Nations in 1943...provided there was transportation to move it all. Of this, only about one-tenth would come from this country...our contributions being largely dehydrated and scarce foods.

The Food Situation in the Allied Countries:

Dr. Ezekiel told the conference that in England land under the plow has been increased 50 percent. Where England used to import two-thirds of her food, she now imports less than half. Even so, however, she's had to use every scrap of food and feed, get along with one-fourth less meat and practically no fresh fruit.

The Soviet Union is not nearly as well off. Almost half her crop land was overrun by the Germans and her livestock losses have been severe. To keep their soldiers well fed, Russian civilians have gone on very short rations...from 20 percent to 40 percent below normal requirements. Russia now has even more of a food problem...when she liberated millions of people, as she did in her great victories this year, she greatly increased the mouths to be fed.

China has lost about half of her cultivated farm land and she now has in addition to those who live there, 10 million refugees. Chinese soldiers usually are supplied only with rations of grain...they buy whatever else they can get with their small money wage. Chinese civilians, like the Russians, now have far less food than they need.

How are the Axis Nations Getting Along?

Japan is nearly self-sufficient in foodstuffs, except for rice, of which she imports one-fifth. Her imports of Manchurian soybeans are falling off as a result of farmer resistance to Japanese exploitation.

Fish, Japan's main source of protein, may be reduced by scarcity of materials and manpower and naval operations. Even so, Japan probably has been troubled relatively little by food shortages.

Germany has suffered far less for food in this war than in the last. She is now 90 percent self-sufficient in calories. Food seizures and levies on the conquered areas and armies supported outside the country, have helped maintain her food supplies.

Her imports from nearby countries have run over half her total prewar food imports. German civilian rations of fats and meat are about one-half below prewar levels. Calories and protein are maintained within 10 percent of normal. Thus far, food shortages have had a negligible influence on Germany's fighting ability.

Present Both Sides of the Story.

If you tell your listeners both sides of the story it will help them to understand why food is fighting for freedom.

-----HENDRICKSON NAMED HEAD OF IMPORTANT ALLOCATIONS COMMITTEE-----

War Food Administrator Marvin Jones has named Roy F. Hendrickson, Director of Food Distribution, to be chairman of the new food requirements and allocations committee.

This committee takes the place of two groups known as the Food Advisory Committee and the Inter-Agency Allocations Committee. Its members are representatives of all United States agencies who are claimants for food, either for domestic or foreign account.

The chairman is authorized to accept other agencies as claimants from time to time, as conditions warrant. Also, as personal representative of the War Food Administrator, he is responsible for receiving all food requirements, and for recommending all food allocations to the Administrator. He is the only voting member of the committee.

Administrator Jones also has designated Mr. Hendrickson his personal representative and deputy on the combined food board.

-----TO MARKET, TO MARKET-----

But not to buy as fat a pig as usual: Probably you've heard that the War Food Administration is urging hog producers to market their animals earlier this year, at a time when they're fifty or sixty pounds under the usual weight. Here's the reason why.

We have the largest pig crop in history...21 percent more than last year. However, if all those pigs go to market at the normal time, in December and January, there just won't be enough room. The slaughterers have labor and transportation problems, the same as everybody else, remember. That's the main reason for encouraging early hog marketing, and a good one.

Here's what it will mean to consumers. This should mean a larger supply of pork in the markets within the next few weeks. Also, some of the hams and shoulders may run a bit smaller, which will please the people who are buying for a small family.

-----AMERICAN THANKSGIVING ALL OVER THE WORLD-----

American soldiers scattered throughout the world..in Italy, India, North Africa, the Aleutian Islands and the South Pacific, will be served a true American Thanksgiving dinner.

The Quartermaster Corps recently announced that the good old American tradition of turkey for Thanksgiving will be spread to our soldiers no matter where they may be stationed. In fact, all the trimmings--dressing, gravy and cranberry sauce--will be included in the dinner.

Troops that may be on army transports enroute to overseas bases will also have a complete dinner similar to the usual Thanksgiving dinner which Mom used to cook. In fact, every soldier, whether he is in the United States, at an overseas base, or enroute to a new station, will be provided for.

In order that our soldiers would get these turkeys in time, civilian sale was stopped from August 2 until October 25. During this time turkeys were being shipped overseas. Quick frozen birds will be supplied in most cases. However, in extremely warm climates where refrigeration isn't available, canned turkey or chicken will be furnished. In some parts of the world fresh killed turkeys may be available if the army can get them without infringing on civilian demands.

Here's What They'll Have:

We thought perhaps you'd like to see the Thanksgiving day master menu as planned by the Quartermaster Corps for our soldiers wherever they're stationed. Although tobacco isn't included on the menu, most companies will provide ample supplies of cigars and cigarettes to go with the festive meal.

Thanksgiving menu for soldier -- Thursday, November 25, 1943.

<u>Breakfast</u>	<u>Dinner</u>	<u>Supper</u>
Oranges	Fruit Cup	Cold Cuts
Dry Cereal	Roast Turkey, dressing and gravy	Sliced Cheese
Fresh Milk	Cranberry Sauce	Potato Cakes
Hot Cakes	Mashed Potatoes - Buttered Peas	Left over Vegetables
Bacon	Corn, Tomato and Lettuce	Bread
Toast	Crisp Celery - Assorted Pickles	Butter-Peanut Butter
Butter	Hot Rolls - Butter	Cocoa
Syrup	Pumpkin Pie	
Coffee	Apples, Grapes, Candies, Nuts	
	Coffee	

-----OPA REGULATIONS HELP THE FFFF CAMPAIGN-----

Here's another thought for those November broadcasts on the FFFF campaign. Remind your listeners that observing rationing rules and price ceilings on food and other commodities is an important way of playing square.

There are some people to whom it's still necessary to explain the reasons behind food rationing and price ceilings...some who still think we'd get along better if there were no controls at all. You'll hear them say: "Why, we've got plenty of food in this country!"

That's very true...but with our civilians and commitments to our Allies there are more people depending on this food than ever before. In addition, a

great many of them are eating larger quantities than in pre-war days and certainly many of them are better able to buy more food than they could formerly afford.

If there weren't any rationing, lots of those people would be at a great disadvantage in shopping for food...the ones who came early could buy as much as they liked, leaving slim pickings for the rest.

And then there's the matter of prices...without price control, the people with the most money could bid up the cost of food to any height they chose. Those with limited incomes might be absolutely unable to pay these high prices or at best would have to spend far too much of their income on food.

Not Everybody is Making a Lot of Money!

One important thing to remember is that not everybody has more money to spend. The families of our fighting men, school teachers, policemen, firemen and those who depend on insurance payments and annuities are living on fixed incomes, not all industrial workers are earning high wages either. These are the ones particularly in need of the protection of price ceilings.

Dangerous Dollars:

However, even though it's not true that "everybody's making a lot of money", do you realize that all of us together will have better than 126 billion dollars to spend this year, after taxes are paid? And that there are only about 89 billion dollars worth of consumer goods to buy?

The difference is 37 billion of what OPA calls "dangerous dollars". If prices were not controlled, they'd go up all along the line, until even the necessities of life would become prohibitive in price.

The understanding of the necessity for price control will help to make it more effective. It will take all of us to enforce it...businessmen and purchasers too. Price control regulations are not simple, but you can help a lot by telling the homemakers in your audience why it's so important to know what legal prices are and to stay within them.

A Small Piece of Cheese for Uncle Sam:

During November and December, the months of lowest cheese output, Uncle Sam will take only 25 percent of the monthly production instead of the 50 percent which went to the government in October.

This means that civilians will get about the same quantity during this period as they've been receiving in recent months, about 30 million pounds per month.

The deficit in the quantity of cheese needed for the armed forces, our Allies and emergency war programs will be made up from the "cheese bank" built up during the summer months of peak output.

The Food Distribution Administration explains that by purchasing cheese on a seasonal basis, the government hopes to keep the supply for civilians on a fairly even basis.

BEST BUYS

In Fresh Fruits and Vegetables Currently Available in
Retail Markets in the Southwest

It's no trick at all to serve nutritional meals these days if the housewife takes advantage of the wide assortment of fresh fruits and vegetables now available in the markets of most Southwestern communities.

Thanks to our farmers and bountiful nature, fresh fruits and vegetables of Basic Seven food groups 1, 2 and 3 can be purchased in liberal quantities practically everywhere in Texas, Oklahoma, Arkansas and Louisiana.

So meal-planners should take advantage of the liberal supplies of these commodities now available to provide their families with the balanced nutrition necessary for health and happiness.

More and more citrus fruit is reaching the markets, and there are plentiful quantities of root and leafy vegetables which have been locally grown in many areas. An abundance of potatoes---both sweet and Irish---continue to offer bargains in food value that the housewife can't afford to pass up.

Here are some "best buys" by states:

TEXAS - - - - - It's Irish and sweet potatoes in the north central section around Dallas and Fort Worth, along with tomatoes, squash and rutabagas. There are a lot of Irish and sweet potatoes around Beaumont and Houston too, as well as liberal quantities of apples, grapes, oranges and locally grown vegetables such as carrots and cabbage.

In the San Antonio south central area, grocery and market stands are crowded with Texas oranges and of course there's an abundance of sweet and Irish potatoes, as well as good supplies of cabbage and carrots. In west Texas, sweet potatoes, Irish potatoes and Texas citrus are definitely the best buys. Cabbage, potatoes and turnips are attracting buyers in the Panhandle.

OKLAHOMA - - - - Sweet potatoes and Irish potatoes are firmly entrenched as best buys in Oklahoma City and most of the state and there are plenty of apples, too. Turnips and oranges are likewise available in good quantity, especially in and around Ardmore in the Southeastern section.

ARKANSAS - - - - A varied assortment of green vegetables, mostly locally grown, fill grocery and market stalls in Arkansas. These

include turnips, mustard, kale, and bell peppers. As is the case nearly everywhere there are big supplies of Irish potatoes and sweet potatoes. Pine Bluff markets have been featuring good stocks of Texas oranges and grapefruit, California grapes and Washington apples.

LOUISIANA - - - The Louisiana housewife has a good pick of fruits and vegetables. Sweet and Irish potatoes head the best buy list for the state as a whole. Turnips, green beans and carrots are very much in evidence in Baton Rouge markets while oranges are best buy offerings in New Orleans and Shreveport. Locally grown produce is generally plentiful in most localities.

-----HERE AND THERE ON THE FOOD FRONT-----

More Rice for Civilians in November:

Civilians are likely to find more rice on the grocers' shelves after this month...the War Food Administration has removed all government set aside requirements for rice milled in November. This was accomplished through an amendment to Food Distribution Order No. 10, covering rice. That is the order under which 45 per cent of the production of rice mills is directed to be set aside for government purchase. It is expected that this month will give dealers and manufacturers time enough to replenish their stocks.

Hamburger Up 1 Ration Point:

In a special order, issued after the regular monthly ration point changes came out, OPA increased the point value of hamburger by one point, to 8 points a pound. This order became effective November 2.

The definition of hamburger was broadened at the same time, so that meatier cuts of the lower grades of beef can be added. Under the new ruling retailers may sell as hamburger all meat from the entire carcass (with the exception of head meat) obtained from Grade D Beef, known in the trade as "cutters and canners grade".

OPA explains that this will permit the full use of meat from Grade D beef, now reaching the market in large quantities. Because of the labor shortage, slaughterers are unable to follow the usual custom of removing the bone from this grade beef and storing it for future use, or making it into sausage and canned meats. Much of it is being shipped to retailers, and the change in the definition of hamburger will enable them to sell it in this way. We are now in the season of peak production of Grade D Beef, which, as you know, is from cattle not held for feeding to better grades. Its use as hamburger is to be permitted only until December 5.

-----MORE CANNED FOOD FOR CIVILIANS-----

The War Food Administration has directed the release of approximately 2,790,000 cases of canned peaches, peas and tomato catsup for purchase by civilians. These are from reserves held by canners for possible emergency requirements of the government. It does not appear now that processors need to hold the full amounts of these reserves.

42
2110a
op.1



DALLAS, TEXAS
November 13, 1943
No. 76

Radio Round-up

on food...

For Directors of
Women's Radio Programs

L a t e s t

F O O D N E W S

T h i s W e e k ' s I s s u e O f "ROUNDUP"

B r i n g s Y o u --Includes:

* THE "A" AWARD---SYMBOL OF ACHIEVEMENT.....Seasonal food processors *
* who meet certain high standards of production will fly the "A" flag and *
* their employees will be entitled to wear the "A" emblem of honor. *

* * * *

* WAR BOARD DUTIES SOMEWHAT REVISED.....Certain functions previously *
* handled by County War Boards have been assigned to individual U.S.D.A. *
* agencies. *

* * * *

* LOTS OF SPINACH.....Plenty of "Pop-Eye food" to be marketed and *
* naturally we can't afford to waste it. *

* * * *

* OUTLOOK'S GOOD.....for turkeys for Thanksgiving and Christmas..... *
* Army's sure of what it needs so civilians can put in their orders. *

* * * *

ALSO....."Best Buys" in fresh fruits and vegetables, the latest crop
report, and other food facts for your listeners.

* * * *

US Department of Agriculture
Food Distribution Administration

"A" FOR ACHIEVEMENT

It's very appropriate that the first "A" award of the War Food Administration to a seasonal food processor is being made during November, while the Food Fights for Freedom campaign is being heavily stressed.

Before this time, you'll doubtless have read or heard that the award went to the Constock Canning Company of Newark, New Jersey, on Sunday, November 14th.

Do you know just what the "A" award is, and what it means? The "A" stands for achievement, and we think your listeners will be interested in the story behind it.

Basis of the "A" Award

You know, of course, about the Army-Navy "E" awards. Well, food processors, because they're seasonal operators, are not eligible for that, so the "A" award has been established by WFA to give recognition to exceptional output. The standards are just as high as for the "E" award. Quantity and quality of production, in the light of available facilities, are considered first. Other major factors include:

1. Ingenuity in developing new food products, and cooperation with the Government.
2. Cooperation in carrying out the purposes of the various food purchase programs.
3. Effective management: ability to overcome production obstacles: satisfactory management-labor relations: including the avoidance of work stoppages.
4. Training of additional labor forces: low absentee records.
5. Accident prevention; health and sanitation.

The same plant cannot receive both the "A" and the Army-Navy "E". A single company, owning separate plants, may receive an "A" for one and an "E" for another, depending on the schedule of operation. Large and small plants have equal opportunity.

How Selections are made

WFA will use great caution in making the award, in order to protect the prestige and the honor of the recognition. The procedure for nomination is simple. Recommendations are made by the Food Distribution Administration in Washington, or by members of the field staff. Every nomination will be carefully considered by an Awards Board, which will recommend final action to the Director of Food Distribution.

The Awards Board will consider only plants that have done an exceptional job with the facilities at hand. A plant functioning largely as it did in peacetime will be given little consideration, unless it has overcome serious obstacles, or has increased production considerably.

The "A" Flag

The award is represented by a rich green flag, symbolizing the agricultural background of the food processing industry. The center design is a circle formed by a hand of wheat on one side and a steel gear on the

other, signifying full agricultural production.

The blue "A" stands within the circle, emblematic of achievement. A white star in the upper left corner of the green background stands for the production record for which the flag is awarded. Plants which qualify in subsequent seasons will receive additional stars.

A pin has been designed for individual employees of the plant to wear. It bears the words: "Achievement award — Food for freedom."

Simple but impressive presentation ceremonies will be held at each plant as soon as possible after announcement of the award. The army and navy will cooperate with WFA in making the presentation, in appreciation of the essential service given by seasonal food processors.

"A" Award goes also to counties for production

The work of farmers in achieving outstanding food production also will be recognized with an "A" award. The flag will be presented to the county, with the armed forces taking part in the ceremony, just the same as when a processing plant is receiving one.

County awards are based on the following: Production record and extent by which the county exceeded 1943 goals; Overcoming severe handicaps; Extent of shifts to vital war crops; Improvement in farm production efficiency; fuller use of land and labor resources.

Aroostook County, Maine, was the first county to be honored, and counties in the following states have been named to receive the "A" award for food production: California, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Mississippi, Ohio, Tennessee, Texas, West Virginia, and Wisconsin.

If you don't know the names of the counties, you can find out from your state war board. This is not necessarily a complete list...There may be other counties in other states receiving the award, as nominations are open until January 1, 1944. You'll probably want to watch for the announcement of the dates on which presentations are to be made... There should be good program material here.

Tying up the "A" Award with the FFFF Campaign

As part of your November program plans, we suggest that you tell your listeners how important the government considers those who devote themselves to the business of food production and preservation. It may help to make homemakers realize even more fully why all of us must make food fight for freedom.

COUNTY WAR BOARD DUTIES CHARGED

In the October 2nd issue of Radio Round-Up, we gave you an outline of the duties of the county war board, the third in that series designed to answer any questions of your own, or which you might receive, about various county agricultural activities.

There have been some changes made, though, and certain functions which have been handled by the county war boards have been reassigned to individual agencies. Activities that are an actual part of, or are incidental to, the regular programs of particular agencies are now to be handled by those agencies.

For instance, general educational work on war program, and cooperation with the army in producing food on military reservations will be handled by the Extension Service --- local deferment of agricultural workers, by Extension under the direction of the office of Labor.

Increasing production of forest products will come directly under the Forest service. The Agricultural Adjustment Agency will handle production goal work. The Triple-A is assigned such things as facilitating transportation and distribution of feedstuffs, rationing and allocation of farm machinery and equipment, issuance of farm slaughter permits, the administration of farm transportation programs, and a few others, under the direction of the WPA agency responsible for administration of the work.

SPINACH GETS THE GREEN LIGHT

Although spinach is probably one of our most publicized vegetables, there is a need for more publicity about it in most sections of the country. At the present time, it is plentiful and reasonably priced.

You may remember that last spring's floods in these areas left the land suitable for only certain crops, and, as spinach was one of these, farmers planted more than usual. In addition to these crops, the regular supplies from the Norfolk area and Texas will soon appear on the market.

In some localities the marketing situation is critical - you'll want to check in your particular section before promoting it. The army is trying to help out by using large quantities of spinach, but there is still a need for civilians to eat more too. If they can't use much spinach now, you might suggest that they can save for use when the fresh supply has been exhausted.

Improper cooking is behind some of the lack of enthusiasm for this nutritious green. Learning that it should be washed carefully and cooked quickly might be helpful in persuading people to use more spinach. Then, of course, one of the main selling points of spinach is its exceptional supply of vitamins and minerals in the green leaves. Spinach eaten raw is a double duty vegetable - contributing to both group one and two of the basic seven chart.

Please do all you can to help the growers sell their bumper crop of spinach.

THE TURKEY SITUATION'S LOOKING UP

Tell your listeners to go ahead and order the Thanksgiving turkey, if they haven't done so already. They'll be reasonably sure of getting one for the 25th, and also for the holiday dinners afterward, if they like.

The turkey embargo, which went into effect on August 2 made certain of 12 million pounds of turkey for our fighting men and women abroad, and, in addition, from 20 to 25 million pounds for the armed forces in this country. After all that, however, around 445 million pounds of turkey, or about $3\frac{1}{2}$ pounds per capita, will be left for civilians.

And don't forget, there's a record supply of chickens this year. The last-minute shoppers who are disappointed in getting a turkey might well settle for chicken.

CONFIRMING A RUMOR

You've probably heard that a WFA order is on the way, requiring that all white flour made from wheat and sold as "Family" flour, be enriched, according to federal standards.

It's true that this is under consideration, and if the order is issued, it will round out the enrichment program. In addition to the ordinary flour sold for family use, all the cake flours, self-rising and phosphated types, and the prepared mixes, would be affected.

Food Distribution Order No. 1, the bread order, as you'll doubtless remember, requires enrichment of commercially baked white bread and rolls only.

If and when this new order comes out, it will mean that those who most need the benefit of enriched flour will get it. As you know, many low income families have been buying the non-enriched variety because it's a few cents cheaper per bag. Actually the difference in price will be very slight, amounting to only 17 cents per 100 pound sack more than the plain flour.

We're watching for the actual issuing of the order, and will keep you posted.

*
* BEST BUYS *
*
* In Fresh Fruits and Vegetables Currently Available in *
*
* Retail Markets in the Southwest *
*
* (On the basis of comparative abundance and relatively low price) *
*

In spite of recent winter weather in many sections of the Southwest, fresh green vegetables are still available in most markets in quantities ranging from adequate to abundant.

Late fall crops of collard, mustard, turnip greens and cabbage continue to vie with those week-after-week Best Buy favorites, Irish potatoes and sweet potatoes for the housewife's marketing attention. These green vegetables, plus the new crop of citrus, are resulting in better nutritional balance in meals served in Southwestern homes. And this is spelling health and strength for thousands of war workers and other civilians.

In Texas, grocery and market stalls are piled with assortments of fresh vegetables, though of course the selectivity is not as great in some places as others. In the north central section, including the Dallas and Fort Worth area, spinach, cabbage, squash, rutabagas, and citrus are on the best buy list, along with Irish potatoes and sweet potatoes. In the southeastern portion of the state around Houston and Beaumont there are plenty of new-crop pecans, and best buys include oranges and grapefruit from the Rio Grande Valley, and home-grown turnips, mustard and cabbage. There are lots of green beans, Irish and sweet potatoes and, of course, Valley oranges and grapefruit in San Antonio, and other south central Texas markets while up around Amarillo the best buys are Irish potatoes, cabbage and turnips.

It's no contest in New Mexico---- it's sweet potatoes all the way when it comes to picking best buys. Albuquerque, Clovis, Gallup, Las Vegas, Roswell and Santa Fe markets are all featuring them, and markets there have good supplies of carrots and citrus, too.

There are generally adequate supplies of apples and oranges in Oklahoma stores, so housewives shouldn't have much trouble seeing that their families get fruit needed for nutritional diets. Oklahoma City markets have particularly good supplies of apples and both sweet and Irish potatoes while in other areas the best offers are oranges, sweet potatoes and carrots.

Looking over the best buy score-sheet in Louisiana, we find turnip greens, sweet potatoes, oranges and grapefruit featured in Shreveport and other upstate markets, while oranges, sacked carrots and sweet potatoes and Irish potatoes get the buy list nod in New Orleans and the southeastern area. In and around Baton Rouge it's turnip greens, mustard and other produce, much of it locally grown.

In Colorado there are good buys to be had in squash, greens, grapefruit and lemons, and as is the case just about everywhere, lots of Irish potatoes. Housewives there are buying quantities of Irish potatoes to use later in the year and are careful to store them properly. In doing so, they are helping to prevent spoiling of one of this year's huge potato crop which might result from a severe lack of commercial storage space.

There's plenty of locally-grown greens and root vegetables for folks in Kansas ---- turnips, collards, rutabagas and sweet potatoes in the Pine Bluff and Little Rock markets. Oranges, grapefruit and grapes are also in the best buy category.

Kansas well-planners can figure on saving, those health-giving salads that should be on every table, because of good supplies of lettuce and cabbage, especially in Topeka and Kansas stores, and ---- sure, there are lots of Irish potatoes. Apples too. Oranges and grapefruit are featured in Topeka and Wichita.

NOVEMBER CROP REPORT

According to the U.S.D.A. crop report released on November 10 (as of November 1) total crop production this year will be about 19 percent above the average during the 1923-32, or a record high yield. It's 6 percent below last year's tremendous crop, but 5 percent above production in any previous year.

Here are some general figures on important crops:

Corn - 3 billion, 86 million bushels; a larger total corn crop than in any season prior to 1942.

Sorghums for grain, a main source of food in the southwest - 107 million bushels, more than in any year before 1942.

Sweet potatoes - nearly 76 million bushels, compared with an average of 70 million.

Soybeans - Nearly 206 million bushels, close to last year's production and 100 million bushels more than in any preceding year.

Rice - 69 million bushels, a record crop: even if the early freezing weather in some areas causes loss, the crop should still far exceed any previous year's.

Vegetables:

Frost in northern producing areas has ended the season for tender vegetables. Good harvests are expected of hardy crops such as beets, cabbage, carrots, cauliflower, celery, parsnips and turnips, especially in New York and Pennsylvania.

In the south, harvesting of tender crops like snap beans, egg plant, green peppers and tomatoes has commenced, and will increase in importance during the next few weeks. Considering both the northern and southern production areas, from which the bulk of market supplies will come for the rest of the year, crops are expected to be about 3 percent greater than in 1942.

Predigging plantings of commercial vegetables; the crop report says that combined acreages of the following winter and spring crops will be about 16 percent greater than for the corresponding 1943 season: artichokes, cabbage, cauliflower, escarole, kale, lettuce, shallots, asparagus and onions, with increases in onions and cabbages especially large.

Fruit:

Total 1943 production of citrus and other major fruits is expected to be about 9 percent less than the corresponding total for last year. The fruits on which this percentage is based, in addition to citrus fruits, are apples, peaches, pears, grapes, cherries, plums, prunes, and apricots. Production of the latter will be 17 percent less than in 1942. The increased citrus production brings the total figure down, however, as total citrus crop will be about 3 percent more than last season.

Special Note on Cranberries:

In 1943 cranberry production is now estimated to be 15 percent less than in 1942, though it's 13 percent higher than the 1932-41 average.

Nuts:

It is expected that there will be 10 percent more tree nuts (walnuts, pecans, almonds, filberts) in 1943 than in 1942 . . . The crop is 22 percent larger than average.

Milk and Eggs:

The number of milch cows on farms at this time is 2 percent greater than at the same time last year, but total milk production on November 1 was down about 2½ percent. The number of hens and pullets of laying age on farms is about 7 percent above last year. October egg production was up about 7 percent.

Tobacco:

1 billion 400 million pounds, about an average crop.

HOW TO MAKE USE OF LEFT-OVERS

Your listeners who enlist to make food fight for freedom will want to use every scrap of leftover food. To help with food thrift, home economists of the U. S. Department of Agriculture offer suggestions as to leftovers.

First, store leftovers, when practical, together in one dish. A dab of carrots, a bit of corn, a couple of potatoes pushed back in the refrigerator are likely to be forgotten and use up unnecessary space.

Second, store leftover foods cold and covered, and use them as soon as possible to save food values.

Third, learn many different appetizing ways to prepare leftovers so that the family will not tire of them. Keeping a handy reference file of the family's favorites will help.

Fourth, when cooking foods that keep well occasionally prepare enough for two meals, and plan to use the food a different way at the second serving. This saves time and fuel.

42
211 Day
cap 1

DALLAS, TEXAS
November 20, 1943
No. 77



Radio Round-up

on food...

For Directors of
Women's Radio Programs

THIS WEEK'S FOOD NEWS

I
N
C
L
U
D
E
S

A THOUGHT FOR THANKSGIVING DAY....Our food production has increased 28 per cent since we entered the war, and no one need go hungry under rationing.

DON'T PUT ALL YOUR EGGS IN ONE BASKET....and then place the basket on a shelf or in some other spot where the eggs will spoil.

HELPFUL HINTS FOR HOUSEWIVES....This is a new feature in "Radio Round-Up", and is what the name implies.

THE CLEAN PLATE VS. THE FULL GARBAGE PAIL....We waste enough food to feed the combined populations of Belgium, Greece, Denmark, Norway and Czechoslovakia...Food that's wasted can't fight for freedom.

DON'T BELIEVE IT....There's no truth to the rumor that part of the 1943 soybean meal production has been set aside by the government for processing into human food.

BEST BUYS IN FRESH FRUITS AND VEGETABLES....This feature has been expanded to include KANSAS, NEW MEXICO and COLORADO.

US Department of Agriculture
Food Distribution Administration

-----WE CAN BE THANKFUL-----

United States Food Production has increased 28 percent since our entrance into the war...and we all must agree, certainly, that nobody has to go hungry under rationing.

Here are a few facts on food from the rest of the world:

England, even with her increased food production, has to get along with one-fourth less meat and practically no fresh fruit.

To keep their soldiers well fed, Russian civilians get from 20 to 40 percent less food than normal requirements.

Chinese soldiers get only a grain ration, and buy the rest of their food as best they can, from a small money wage. Chinese civilians, like Russians, now have far less food than they need.

Food supplies in Belgium and Norway are very scarce indeed.

In Poland, Greece and Spain, the situation varies from malnutrition to wide-spread hunger, especially in large city areas. (Note: Athens and surrounding areas have received some relief because of increased production and Red Cross supplies.)

Throughout occupied Europe, notably in northern Italy, France and the Balkans, transportation and marketing machinery has been disorganized. The peasants are reluctant to sell, because of the few goods in return, and there are acute shortages of food in and near cities. France will suffer still further since the cutting off of North African imports.

When you're asking your listeners to follow the Food Fights For Freedom campaign slogan... "produce and conserve, share and play square" it might be a good idea to present some of those facts.

-----TAKE CARE OF THOSE EGGS-----

Ask your listeners where they keep eggs after they bring them home from the market?

We think most homemakers realize that egg shells are porous, and that a cool, fairly moist, and odor-free storage place is necessary to preserve the freshness and original flavor of eggs.

We've heard, however, of women who put the box of eggs on a shelf, in the kitchen cabinet, or in the pantry... Have known a few of them, in fact.

Since the egg allocations figures for the 12 months from October 1, 1943, to September 30, 1944, indicate that the supply will average 325 eggs per person during that period, it's apparent that eggs will be an important part of the diet. Practically everybody likes them, they're a valuable food nutritionally and usable in hundreds of ways... So there's no question about the fact that we should give them the best of care in our homes.

The Utah Experiment

We think your listeners will be interested in the results of some checking by the Utah Agricultural Experiment Station on the manner and conditions under which eggs should be handled in the home. At the conclusion of a one-week period, during which eggs were stored in the homes of ten different consumers, in four different locations, it was concluded that:

1. The consumer, as well as the producer and distributor, is partly responsible for the loss in quality which occurs in eggs between the time they are laid and the time they are broken for use.

2. That eggs may become unfit for human consumption in a short period of time, when held under improper conditions in the homes of consumers.

3. The refrigerator is a better place to keep a small quantity of eggs than the cupboard.

4. That eggs kept in a hydrator inside the refrigerator lose less moisture and maintain better quality than those kept in open containers or covered cardboard cartons in the refrigerator.

5. That "A" grade eggs must have the best possible care if their quality is to be maintained.

By Way of Fuller Explanation:

It was found that 70 percent of the "A" grade eggs in the refrigerator were still high enough in quality at the end of the week to be placed in the "B" grade. Of those kept in the cupboards, however, 96.7 percent had gone down to "C" grade, and the remainder had to be graded as "rots".

The actual containers in which the eggs were placed in the refrigerator had an effect on their keeping quality. Some were placed in open containers, some in covered cartons, and some inside the hydrator. The latter remained in far better condition... Thus indicating that eggs exposed to air in motion lose quality faster than those kept in motionless air, at the same or practically the same temperature. The eggs in the hydrator also, showed the least amount of loss in weight.

While the report of the Utah Experiment Station warns against making definite conclusions from preliminary tests, it seems obvious that marked changes do occur in eggs after they reach the consumer's hands, and a warning to treat them tenderly certainly isn't out of place.

-----THE CLEAN PLATE VS THE FULL GARBAGE PAIL-----

You doubtless know about the clean plate club campaigns hold in Shreveport, Louisiana and other cities around the country...maybe some of you have helped conduct one of them. If so, it's worthwhile work you've been doing...helping to save part of the one pound of food in every four that goes to the garbage dumps in this country.

Right now, during Thanksgiving week, we think it's a good idea for you to talk about unnecessary food waste...to point out to your listeners that we can't afford to keep on wasting enough food to feed the combined populations of Belgium, Greece, Denmark, Norway and Czechoslovakia.

Here are some interesting figures about the garbage reduction which took place during the test campaigns in certain cities. Kansas City, Missouri, conducted a two week campaign last August, and this city of 450,000 population showed a saving of more than 19 percent over the same two weeks in August of 1942.

Lansing, Michigan, with 85,000 people, conducted a 31 day campaign, in July and August. Their saving during the campaign was almost 24 percent. Tacoma, Washington, with over 165,000 population, had a test campaign of 30 days, from August 2nd through the 31st and their decrease from 1942 garbage collections for the same period amounted to about 7 percent. The Charlotte, North Carolina, campaign, from July 15 to August 15, showed a decrease of about 23 percent over that period in 1942.

It may give you a better picture of the actual quantity of food wasted if we express one of those percentages in actual weight. Take Kansas City, for example: The garbage collection figures August 1942, were 5,277 tons. In August 1943, during the campaign they came down to 4,262 tons. That 19 percent saving, therefore, actually represented 1,015 tons of food.

Some people might not regard garbage as a proper subject for discussion during Thanksgiving week... We think it would be a good idea to shock your listeners a bit, however... Why not try it?

-----HOSPITALS GET BUTTER-----

Every effort is being made to supply hospitals with necessary food, rationed as well as unrationed. It was announced just recently that up to 5 million pounds of butter will be released to hospitals from the stocks of butter held by, or set aside for, the Food Distribution Administration.

These reserve stocks, as you will remember, were set aside during the months of high butter production. The government is not now buying any butter. This program is intended to supply butter to the hospitals during the period from November through March, and has been developed in cooperation with the OPA. Ration stamps will be required in the usual way for this butter, of course.

Hospitals or agencies which purchase supplies for them may apply, through the nearest FDA regional office, for a quantity not to exceed three-tenths of a pound of butter per bed per week.

In defining "hospitals" FDA includes institutions which maintain and operate, in conformity with local and state laws, organized facilities for diagnosis and care or treatment of human illness. Institutions providing exclusively for medical care over periods of less than 48 hours are excluded.

HELPFUL HINTS FOR HOUSEWIVES

DID YOU KNOW THAT:

Chili sauce is always made from the best quality ripe tomatoes received by the processor? It is the only tomato product in which all of the tomato is used.

It is wise to watch the statement of net contents plainly stamped on each package of canned or processed foods. There is often an ounce or so difference in products which carry the same ration stamp value.

In buying shipped fish, notice their eyes. If their eyes have that bright look, examine their gills. The redder the gills, the fresher the fish.

If you buy a can of fruits or vegetables with the label embossed with a shield displaying the words, "Packed under continuous inspection of the U. S. Department of Agriculture," you will know that products within the can were packed under the most sanitary conditions, such as specified by the Department of Agriculture. The shield is their certification of rigid inspection.

When buying canned fruits for desserts, it is quite wise to read the label statement with reference to the degree of syrup in the can. Fruits packed in heavy syrup will save sugar for those with a sweet tooth.

-----HOLIDAY NOTE ON CHOCOLATE-----

In the August 21 issue of Round Up, we told you that shipments of cocoa beans had increased during the first six months of the year, with the result that we could look for more cocoa and chocolate in our stores and at our candy counters.

The War Food Administration has just reported that while present stocks of cocoa beans are well over 258 million pounds or about 45 million pounds greater than last year, they're still substantially below the stock held in this country when we entered the war. Stocks are now sufficient to supply the industry for about five months, at the present rate of manufacture.

Importations of cocoas must remain uncertain, because of the need for ships in other areas than those from which we obtain cocoa beans. Cocoa and chocolate products are widely used by the armed forces, as we all know, so we shouldn't complain if the candy counters aren't as well stocked as usual during the holiday season.

-----YES, THANKSGIVING MEANS A LOT TO THE BOYS-----

In Radio Round Up dated November 6, we gave you the master menu for the Army Thanksgiving dinner, to be served to Americans in uniform all over the world. There may be minor changes, of course, depending upon supplies, but the traditional turkey is sure to be part of the meal.

We heard a report the other day about last year's Thanksgiving dinner at an American outpost in Iceland, which you might like to pass on to your listeners.

Preparations for the dinner began many weeks in advance, with special attention to the ice cream. Only one 6-quart freezer was available. For weeks before Thanksgiving, soldiers were cranking that lone freezer storing the product in a refrigerated space in preparation for the big day.... The boys who'd helped freeze that ice cream are reported to have enjoyed it even more than the ones who had only the pleasure of eating it.

A special treat for these soldiers was the six crates of oranges, and the fresh cranberries, delivered to the camp by truck. There were also fresh apples, celery, tomatoes and radishes... With mince and pumpkin pie for dessert, in addition to the ice cream, which made Thanksgiving dinner just about like dinner back home in peacetime.

The men who were detailed to KP didn't grumble a bit when roasting of the turkeys was started the night before Thanksgiving... It was a big job, and the cooks worked 24 hours straight. One of the men whose family owns a big turkey farm put his OK on these particular turkeys...said they were fancy turkeys all right...he ought to know.

Many of us probably will be receiving reports from our relatives and friends in the service before long about similar Thanksgiving dinners. It should be a source of great satisfaction to all of us at home to know that the Army has taken steps to provide an old-fashioned Thanksgiving dinner for our troops all over the world.

-----SOYA FOR FOOD AND FEED-----

Maybe you've heard so much about soya flour, grits, and mixtures lately that you're thinking most of the soybean crop is going into edible products.

We've heard that a rumor has sprung up in the feed trade to the effect that a large percentage of the 1943 production of soybean meal has been set-aside by the government for processing into human food, at the expense of the protein concentrate requirements of animal feeders. This is incorrect...no order to this effect has been issued. Furthermore, it is expected that the requirements for edible soya products are expected to continue during the first quarter of 1944 at about the same rate as at present, which is less than 10 percent of the total soya bean meal production.

You broadcasters whose programs go into rural areas might like to make a point of passing this information along to your listeners.

-----A TIP ON THE TURKEY SITUATION-----

The War Food Administration has announced that there may be shortages of Thanksgiving turkeys in some areas, even though the total production figures for this year are about the same as in 1942. Other meats are expected to be in fairly heavy supply during the holiday season, however.

As you know, the turkey embargo order prohibited the sale of turkeys to civilians until late in October. Processors were busy, of course, preparing turkeys for the Army, and as a result are behind on the normal quantity they would have ready for civilian purchase now.

Also they're suffering from the manpower shortage at a time when seasonal receipts of chickens and other poultry are heavy. Furthermore, in some areas where the hatching and growing season is late, turkey raisers are holding the birds until they're larger.

All the foregoing, coupled with heavy buying by consumers in turkey producing areas, may bring about a shortage Thanksgiving week. You might tell your listeners the reason behind this, provided you happen to be in one of those shortage areas.

-----POINTS ON PORK REDUCED-----

As you know, OPA has reduced the point value of all pork cuts, the reduction going into effect on Friday, November 19. All pork cuts listed on the current table of meat and fat point values have been cut two points. Which results in making several of them point free. Taking the table as a whole, the average point reduction will be one third.

We hope you will make it clear to your listeners that these changes apply to pork and 100 percent pork sausage only. The point value of lard is not affected, and there's no change in the sausages not made exclusively from pork, or in any other product, canned or otherwise, rationed under the meat fat order.

Another factor which consumers should understand is that this point cut is for a limited time only. The action was taken for the purpose of increasing the market outlet for the relatively large quantity of pork now being produced.

This year's pig crop is a large one, you know, and since the War Food Administration's action in temporarily lifting restrictions on delivery of farm slaughtered pork, there will be a much larger supply available for civilian use. Lowering the ration points on pork and pork products is an example of the flexibility of control over the flow of food to consumers afforded by rationing.

— — —
F O O D F I G H T S F O R F R E E D O M !

BEST BUYS

In Fresh Fruits and Vegetables Currently Available in
Retail Markets in the Southwest

Though Old Man Winter's just around the corner, there are still unusually good quantities of green vegetables in many Southwestern markets. In some places there are unusually good supplies of spinach; in others, mustard and turnip greens, mostly home grown. Of course, the further south the locality is, the more green vegetables are available.

One reason health-giving spinach is plentiful in many localities is that farmers raised a bumper crop this year. Some of the production was on land flooded last spring. When farmers thought of something that would be just the thing for re-planting, spinach filled the bill. That's pretty lucky for planners of nutritional meals, because spinach is rich in many of the food values that keep the family healthy.

Sweet potatoes and Irish potatoes continue as "stand-out" best buys, and supplies of oranges and grapefruit are adequate nearly everywhere.

Here's the "best buy" list by states:

ARKANSAS - - - - - Sweet potatoes, turnip greens, Irish potatoes, apples, cabbage, oranges.

COLORADO - - - - - Irish potatoes, grapefruit, carrots, pears, squash, celery.

KANSAS - - - - - Irish potatoes, sweet potatoes, turnips, grapefruit, oranges, apples.

LOUISIANA - - - - - Sweet potatoes, Irish potatoes, citrus fruits, carrots, turnip greens, mustard greens, grapes.

NEW MEXICO - - - - - Citrus fruits, grapes, Irish potatoes, carrots, lettuce, sweet potatoes.

OKLAHOMA - - - - - Apples, sweet potatoes, Irish potatoes, turnips, oranges.

TEXAS - - - - - Northern Section: Cabbage, topped carrots, rutabagas, spinach, sweet potatoes, Irish potatoes, oranges, grapefruit.
Southwestern Section: Irish potatoes, sweet potatoes, cabbage, turnips, green beans, oranges, apples, grapes.
South Central Section: Oranges, grapefruit, carrots, Irish potatoes, sweet potatoes.
Western Section: Mustard greens, turnips with tops, sweet potatoes.

-----CIVILIANS GET MORE CANNED FOODS-----

The War Food Administration has just announced the release of about 2 1/2 million cases of canned grapefruit juice from government held stocks, to be offered for civilian purchase within the next few weeks.

This juice purchased from the 1942-43 pack, is made available through an adjustment in government requirements. It is coming onto the market at a time when homemakers are particularly glad to get foods rich in vitamin C.

Civilian supplies of several other foods will be increased soon also, namely canned pineapple, asparagus, corn, pumpkin, spinach, and figs. Exact amounts of each to be available have not been given, but it is expected that it will be a substantial quantity.

It will be very helpful in meeting civilian food needs to have these items come to the market at a time when supplies are lowest on fresh fruits and vegetables.

As you know, it is the policy of the Food Distribution Administration to make available to civilians all possible supplies of food not actually needed for direct war requirements.

* * F O O D B I T S * *

HERE'S THE WAY Uncle Sam plans to divide up this year's meat supply:

Out of every 100 pounds, civilians will get about 69 pounds.... about 16 pounds will go to the armed forces ... a little less than 2 pounds will go to our Allies. Another 1 pound will go to "exports and shipments", which includes Red Cross, some of our own territories and some friendly countries which have always bought meat from us and who have to count on us for meat now.

* *

A ONE-POUND BRICK of dehydrated compressed beets is about the size of a nickel match box but it's enough to serve 25 persons.

* *

"WASTE NOT.....THAT OTHERS SHALL NOT WANT". . . That's a slogan which says in another way just what the Army says to its men: "Take all you want but eat all you take." But the garbage pail still is getting too much. WFA estimates that if only one-third of our annual national food waste in homes were prevented, it would be the same as adding 6 to 8 per cent to our total food supply.

* * * * *

F O O D . . .

F I G H T S

F O R F R E E D O M ! !

211Da
rpl



DALLAS, TEXAS
November 27, 1943
No. 78

Radio Round-up

on food...

For Directors of
Women's Radio Programs

Here's "Roundup's"

INFORMATIONAL BILL OF FARE

For This Week:

TIPS AND CLUES as to what your housewife listeners are interested in
....what they want to know....what their food buying habits are and
how they are meeting changing developments in the food situation.

WASTE FATS turned over to the butcher are now worth ration points
as well as money....so there's even more incentive in saving them.

IF PEOPLE HAVE BEEN ASKING YOU QUESTIONS ABOUT BUTTER, we've rounded
up the answers that you may have been looking for and present them
in a neatly wrapped informational package.

MORE ABOUT "Food Fights for Freedom" and "The Home Front Pledge"
AND

OF COURSE.....

"BEST BUYS" In Fresh Fruits and Vegetables and "HELPFUL HINTS FOR
HOUSEWIVES."

US Department of Agriculture
Food Distribution Administration

WONDERING ABOUT WOMEN'S FOOD THINKING AND
FOOD HABITS? - - - - WELL,
HERE'S THE LOW-DOWN. . .

We've just seen the results of a recent nation-wide survey on buying habits, food waste, and conservation, conducted with a group of typical American housewives. This group was carefully selected, with consideration given to geographical location, community size, age and income brackets, occupations and family size, and may be considered a really representative cross-section.

It may help you in your program planning to know some of the problems these women reported---You radio broadcasters are a chief source of information and advice in many a household these days, and we believe you'll want to slant some of your programs in the direction of these particular difficulties.

Buying Habits Have Changed:

Just as a matter of information, here is a general outline of the change in food buying habits since the war...

There was a greater change in meat buying than in any other commodity, though other foods followed closely. They're shopping in more stores too, and are more concerned with a better selection of food than with prices.

It's interesting to note that more than half the women interviewed, when they experience difficulty in getting fresh meat, substituted another product. Thus it would appear that the many suggestions which have been made for meat alternates have been helpful. Still more would be welcome though, we believe, because 31 percent of those women reported that they went without when they couldn't get fresh meat.

Food Waste and What to do About it:

The survey relating to food waste and conservation started out with a question as to whether or not we, as a nation, waste food.

The answer of more than 91 percent of women interviewed was, emphatically, "Yes".

The most important method of conserving food in the opinion of about half of them, is the preparation of meals with forethought regarding the use of leftovers. Sounds as though they'd appreciate suggestions along this line from you broadcasters, doesn't it?

A great many of them felt that it was impossible to avoid food waste occasionally, and that dinner is the meal which is the most frequent source of waste. That makes planned leftovers obviously very important indeed.

The most important cause of food waste was food spoiling before it can be used up... And bread was at the top of the list of foods most frequently wasted. Why not hunt up all the recipes you can find for bread stuffings, scalloped mixtures, desserts...and all sorts of delicious dishes using bread or bread crumbs? In one cook book alone we found 18 variations of bread pudding, all of which sound good to us.

Information Please:

The five principal types of information regarding food conservation which these women wanted were listed as follows, in order of importance: how to use leftovers, how to use food to its fullest nutritive value, how to proportion food for families of various sizes, how to preserve food without refrigeration, and how to store food in the refrigerator.

A majority of them also stated that they would like to have recipes calling for the use of parts of fruit or vegetables which might sometimes be thrown out...such as apple peelings, orange rind and beet tops.

More than one-fourth of them stated that they were having difficulty making wartime dishes look attractive, so it wouldn't do any harm to include a beauty hint once in a while.

Might Tell Them About the Basic Seven too:

When asked whether they own the Basic Seven food chart, more than three-quarters of them answered "No"... But nearly all of them expressed interest in it. So emphasis on the planning of meals according to the Basic Seven doubtless will be helpful.

-----REMINDER ABOUT RATION STAMPS-----

The recent relaxing of restrictions on farm slaughter of hogs and delivery of the meat without a license or permit, for a limited period, may bring about a misunderstanding regarding ration stamps.

You might warn your listeners that they are required to give ration stamps for meat they purchase directly from a farmer, just the same as though they bought it in a store. Otherwise, it's a black market purchase. Remember that definition we gave you some time ago...A black market is a transaction, not a place.

-----RATION POINTS FOR WASTE FAT-----

You've doubtless heard about the new incentive offered to housewives to save fat for salvage...the story broke too late for us to get it into last week's Round-Up. For the sake of having it on record, however, we'll remind you that beginning December 13, meat dealers will give two points per pound for fat turned in to them--- This is in addition to the 4 cents per pound they're giving already.

Two one-point brown stamps, which are usable loose, will be given at present. When the new ration tokens are issued, they'll be used instead of the stamps.

This should stimulate the women who've been careless about saving fat... or heedless regarding the importance of this form of salvage...or just plain lazy. You may not have much patience with the last-named, but they're the ones you'll need to work on most, no doubt. They probably wouldn't care about active service with the armed forces, but perhaps they can be shamed into helping supply the where-withal for shells, torpedoes and bombs.

The life of an Army or Navy nurse would be much too strenuous for their taste, no doubt... But surely they wouldn't mind helping to furnish an ingredient for the sulfa drugs that are doing so much to save the lives of our wounded men...the tannic acid that soothes powder burns...the other desperate wartime needs.

Why not remind them frequently of the importance of fat salvage...you have an important new argument in its favor now.

-----BACKGROUND ON BUTTER-----

You're probably hearing and reading a good deal about the butter situation...shortages in some areas...plenty in others...government purchases, amount available for civilians...comparisons of butter production...and so forth.

It's quite possible people are asking you questions, by letter and phone, which you're trying to answer on the air. With the hope that some background material may be helpful to you, we've checked carefully the information recently issued by the Office of War Information and the War Food Administration.

11 Pounds per Year for Household Use:

The 1943 production of butter will average 16 pounds a year per person, about half a pound less than in pre-war years. About 3 1/2 pounds of this are being sent to our armed forces and our Allies, and about 1 1/2 pounds are consumed in hotels, restaurants and other public eating places. This leaves an average of 11 pounds per person for household use.

Butter Unevenly Distributed:

It is now clear that the original point values on butter were set too low. When only 8 points were required for a pound, the demand, even under rationing, was higher than the supply available.

This was what kept much of the butter in or near heavy producing areas... it did not pay to ship the butter to deficit-producing sections of the country when it could be sold so quickly nearby. Furthermore, many small town and rural families in the heavy butter producing sections of the middle west raise and slaughter their own meat. This means that they can afford to spend more of their ration stamps for butter than their city neighbors can.

Why Not Ration Butter Separately?

The foregoing brings up the question of separating meats, fats and oils from butter in the rationing program. There are several objections to doing this. Considering the homemaker first, it would make the rationing system less flexible. She'd no longer have so much choice in the spending of her brown stamps.

Also, it would doubtless mean an increase in the point values of meat, since more stamps would be available to spend for this commodity. It's quite possible also that another ration book would be required.

Then there's the additional burden which would be placed on our half-million food retailers, as well as on the thousands of wholesalers, and on the banks which handle the ration banking system. Furthermore, meat packers who sell butter as well as meat would have to separate their distribution and rationing systems.

How Much Butter is There Anyway?

From a high of 202 million pounds of creamery butter produced last June, we went down to 100 million pounds this month. It can be pointed out that there is always a seasonal decline. In June, 96 million pounds were set aside for government purchase, but during the six months of low production beginning October 1, none is to be taken by the government. According to latest estimates, December production of creamery butter will be 105 million pounds, January 110; February 105; and March 120.

Prospects for further increases in butter production are not bright. They depend primarily on increased production of milk, and on putting more cream into butter.

Feed, labor, and other problems affect milk production, however. Material cuts have been made in the consumption of ice cream, condensed and evaporated milk, and cheese, to provide more cream for making butter, and more skim milk for making dried skim milk. Basic civilian needs are barely being met in several instances, so it wouldn't be wise to divert more milk from these products.

Consumer Milk Rationing Would be Last Resort:

A cut in the sales of whole milk, so that more cream would go into the manufacture of butter, might require milk rationing to consumers, this will be done only as a last resort. Milk rationing would be expensive and difficult to administer.

Other Fats and Spreads are Available:

Production of margarine is far above pre-war levels. There is much more peanut butter available too. Processors of jellies and jams have received increased sugar allowances.

Don't Forget Other Sources of Vitamin A:

You might also point out that when butter is scarce, it's advisable to eat more foods which contain vitamin A, such as liver, egg yolks, cheddar cheese, tomatoes, kale, oscarole, broccoli, spinach, beet and turnip tops, carrots, squash, sweet potatoes, and pumpkin.

More People are Buying More Butter:

You might remind your listeners that some of the so-called butter shortages are partly the result of swollen wartime incomes. Many people who haven't been able to buy much butter in past years are now trying to buy it regularly. Then, there are many others who are trying to get more than ever before.

How Much Butter is Going Abroad?

Since March 1941, about 60 million pounds of butter have been shipped to our Allies. For the 12 months beginning October 1, 1943, 65 million pounds have been allocated for shipment abroad, representing a little more than 3 percent of the total allocable supply. Of this 64 1/2 million pounds will go to the Russian Army.

We hope all this background on butter will supply the answers to the questions you've been asking.

-----TWO CHAMPIONS..."FFFF" AND "HFP"-----

Now that November's nearly over, we want to remind you of a couple of things.

Even though November has been the key month in the food fight's for freedom campaign, and the period during which many thousands of the home front pledge campaigns have flourished, it shouldn't see the end of these two drives by any means.

We've been telling everybody right along that food is a weapon of war, and that's what it will continue to be just as long as the war lasts. Rationing and price control are important factors in making food an effective weapon. That's why there's need for your continued comment regarding these two campaigns, urging your listeners to cooperate, not only as a patriotic duty, but for their own good.

We've just received a report that over 13 million home front pledges have been signed, and they're still coming in.

Pledges are being signed in stores, theatres, churches, schools... Neighborhood leaders have gone from home to home with pledges to sign... rallies of various types have been held... A Rutland, Vermont woman, confined to her bed with a broken back, has conducted a private campaign from her home.

Radio stations have done fine work in supporting the campaign. WIND, Gary, Illinois, worked with the Junior Chamber of Commerce in sponsoring two 15-minute forum programs discussing the purposes of the campaign. KELO, Sioux Falls, South Dakota, presented information about the home front pledge campaign on its daily woman's program, and made an appeal to listeners to write in for pledge cards. When the signed pledges were returned, a window sticker was sent to the listener, and each day the names of those signing pledges were read over the air. These are only two of many.

Perhaps this will give you some ideas for promotions of your own. If by chance a local FFFF campaign has not started yet, you might like to give it a push in the right direction.

- - -

FOOD FIGHTS FOR FREEDOM!

Cranberries are beginning to reach the stores, and with pecans and other nuts, and celery, oranges and apples, are furnishing holiday atmosphere "trimmin's" for many meals...Some of these so-called "trimmin's" are mighty important from the standpoint of nutrition; they help furnish balance to a meal and make it easier for the housewife to see that her family eats some of each of the Basic Seven food groups every day.

Best Buys by States:

TEXAS - - - - - Northern Section: Bulk carrots, cabbage, dry onions, spinach, citrus, Irish potatoes, sweet potatoes.

Western Section: Sweet potatoes, grapes, grapefruit.

* * * * *

* HELPFUL HINTS FOR HOUSEWIVES *

* * * * *

Neither Too Little Nor Too Much--Does your favorite recipe call for two cups of some canned product? If it does, buy a can containing 16 ounces net weight. Then you'll get the right amount.

* *

Cool Home-Baked Bread--before storing it in a ventilated box. In hot weather, to keep bread from molding, wrap in moisture-proof paper and put in refrigerator.

* *

Keep Dried Vegetables--in tight containers to protect them from mice and weevils.

* *

Cooked Meats--should be kept covered. Chopped and sliced cooked meats spoil more quickly than meat in the piece. Cut or chop just before using. Keep meat sandwiches and salads cold right up to serving time.

* *

Vitamin A can be Stored--in the BODY FOR FUTURE USE. It's wise to give the family a generous supply in the food every day so there'll be a reserve supply to draw upon in case the amount needed every day should temporarily become unavailable.

* *

-----NOTES ON FOOD AND RATIONING-----

New Green Stamps:

OPA announces that green stamps D, E and F in War Ration Book Four are effective from December 1 to January 20, 1944. Green stamps A, B and C will remain valid through December 20.

More Canned Foods for Civilians:

The War Food Administration announces that over 2 1/2 million cases of string beans and tomatoes set aside from the recent pack for government requirements are to be released for civilian use. This is in line with the policy of making available to civilians any food not definitely needed for war requirements, as soon as this fact can be determined.

3 R11Da
Page 5



DALLAS, TEXAS
December 4, 1943
No. 79

Radio Round-up

on food...

For Directors of
Women's Radio Programs

THIS WEEK'S FOOD NEWS

LIBRARY
CURRENT SERIAL RESO.
MAR 11 1944
DEPARTMENT OF AGRICULTURE

IS ABOUT - - - -

- * CHANGES IN POINT VALUES Good News--Rationed Beef Items *
- * Down One to Three Points; No Points Needed for Grapefruit Juice, *
- * Canned Sauerkraut and Ready-To-Serve Soups. However, Lard, *
- * certain Tomato Products, Cheese and Canned Fish are UP. *
- * * * * *
- * A NEW POULTRY PROGRAM Which is Being Planned to Make the Most *
- * Efficient Use of Limited Feed Supplies and to Meet 1944 Egg *
- * and Poultry Goals. *
- * * * * *
- * UNUSUAL AND ATTRACTIVE WAYS of Serving Chicken So That It Will *
- * Go Farther and Families Will Enjoy It More. *
- * * * * *
- * SPICE THAT'S NICE but Which is Limited in Supply....Flavoring *
- * Hints to Help Housewives Utilize Spice Carefully. *
- * * * * *
- * BEST BUYS IN FRESH FRUITS AND VEGETABLES in Southwestern States. *

US Department of Agriculture
Food Distribution Administration

-----CHANGE IN POINT VALUES THIS DECEMBER-----

Here's a resume of the information recently released on the point value changes of both brown and green stamp foods. These new point values, effective Sunday, December 5 contain far more revisions downward than otherwise.

Meat Rations Raised by Point Reductions:

The best news of all, to most people, is that there's a cut of from one to three points on all rationed beef items.

These reductions, combined with the ones made earlier on pork, increase our meat ration for December by somewhere between 20 and 30 percent, compared with the ration set on November 1.

Incidentally, most cuts of pork remain at the reduced value set by OPA around the middle of November. Practically all veal, lamb and mutton items remain unchanged. The reason for the announced reductions, the War Food Administration says, is the substantial increase in civilian supplies of meat expected during December.

Cheese and Canned Fish Points Up...Lard Down One Point:

American (cheddar) cheese is raised two points a pound, going up to ten points; cream cheese is increased three points to eight points per pound. The group three classification, including Swiss, Munster, Brie and others, is up two points, from six to eight per pound. You'll want to remind your listeners again of the necessity of wise use of cheese, one of the most important protein foods.

All rationed canned fish, except oysters, are raised 4 points and now total 16 points per pound. Oysters go down one point, however, and now take only 4 per pound. Why not stress the use of fresh fish whenever available?

There's a drop in the point value of lard...one point...which makes it only two points per pound. Shortening, salad and cooking oils remain the same, however, 5 points.

Items Made Point Free:

Grapefruit juice has been reduced to a point value of zero. It has not been taken off the ration list entirely because it may become necessary to give it a ration value again. Now that this year's production is about to come on the market it was advisable to move out last year's stocks to make room for the new pack.

Citrus concentrates were also lowered to a zero point value, but they are sold mainly to institutions and bottled drink manufacturers. This doesn't have much effect on the homemakers.

Canned sauerkraut was made ration free because the army will get all of the new pack. Therefore, only unrationed bulk kraut and kraut in

in jars not hermetically sealed will be available to civilians. Ready-to-serve soups were given a zero point value so the old stock could be quickly cleared out.

Decreases in Point Values of Processed or Frozen Items:

Three different kinds of canned beans had their point values lowered. Green and wax, soy and all dry varieties (including pork and beans) were lowered one to four points for the popular sizes. The reason for the changes was either larger production than was expected, or the movement was slower.

One size of canned vegetable juice was lowered because of the need to move the smaller sized cans. Carrots were lowered because of the heavy production, and spinach because of the slow movement.

There was a general point reduction in more than a dozen of the frozen fruits and vegetables.

Tomato Products Increased:

The point values of tomato soup as tomato sauce (containing over five percent dry solids) and tomato sauce in packages with cheese were raised in order to slow down the fast movement of these foods.

New Program for the Poultry Industry:

You'll be hearing, during the next few days, about the new program affecting egg and poultry producers which is being laid before representatives of the nation's poultry industry at a conference this week in Chicago.

The War Food Administration announces that the proposed program calls for three things:

(1) Immediate culling of 10 percent of laying flocks. (2) 16 percent reduction in broilers. (3) 4 percent reduction in farm raised chickens.

Program Aims to Meet Egg and Poultry Goals:

On the face of it, you may think that this means a reduction in the quantity of eggs and poultry meat available to consumers in 1944. This is not the case though. In fact, the aim of the program is to meet the 1944 goals which have been established for eggs and poultry through most efficient use of limited supplies of all feed for livestock and poultry.

This new program would supply not less than 5 billion dozen eggs which would provide the 325 eggs annually you've been hearing about for each civilian consumer, plus war requirements.

The tentative 1944 goal for chicken meat is 3 billion, 800 million pounds, which will make the supplies nearly the same as in 1943 and will not affect materially the overall quantity of chicken meat available to consumers.

The culling of laying flocks would, of course, increase the amount of chicken meat, and at least part of the supply would doubtless go into storage for use during the off season of poultry marketing next spring.

Feed Supplies the Real Problem:

We doubt whether the average homemaker has much idea of the problems which face producers of food...we mean the town or city homemaker, of course, since the farm woman knows these problems only too well!

Perhaps it will help your listeners to understand better if you tell them that more than 140 million tons of feed supplies will be needed next year to meet all livestock goals including eggs and poultry.

The poultry industry alone will require nearly 27 million tons of feed, more than half of which will go into egg production. The idea of adjusting livestock numbers to the supply of feed is based on the relative wartime needs of various foods. WFA feels that livestock production generally must not be threatened by unlimited production of any one kind.

-----CHICKEN WITH VARIATIONS-----

Speaking of poultry...as we do in the foregoing item...since there's a record supply of chickens this year, you might be of considerable help to your listeners by giving them some new ideas about chicken cookery. All of you doubtless have favorite methods of your own, old and new, but perhaps you'll get an idea from the following which recently came to our attention.

Roasted Half Chicken:

A whole roasted chicken is sometimes too much for a family of two. So...how about splitting it in half lengthwise, simmering it until tender, then baking one half the chicken on top of a mound of stuffing until it's nicely browned. The other half can be kept in the refrigerator for other uses, in salads, sandwiches and so forth.

Barbecued Chicken:

Add enough paprika to equal parts of flour and fat to give it a rosy hue. Use this mixture to coat a broiler, cut in half, then bake in a shallow pan for about an hour, brushing with barbecue sauce every once in a while.

Jellied Chicken Loaf:

Place slices of cooked white meat of chicken in the bottom of a well-oiled loaf pan. Pour over them your favorite jellied vegetable salad recipe, and chill until firm. When it's inverted and unmolded the slices of chicken will be on top. This makes a little chicken seem like more!

-----THE SPICE THAT'S NICE-----

"Spices are certainly the variety in the life of food". The trouble with most of us, however, is that we don't get enough variety into our use of spice...it's cinnamon and nutmeg, over and over again, in cakes, cookies, doughnuts, sweet rolls...almost everywhere that spices are used to give that interesting flavor everybody likes.

Now, those two are among the eight most widely used of the imported spices. As you realize, no doubt, the war has had a serious effect on spice imports, especially cinnamon. We can get that only from Ceylon now, and it isn't as strong in flavor as the kind which used to come to us from China, French Indo-China and Java.

Science has produced a synthetic cinnamon, however, which is meeting with considerable approval. Why not suggest to your listeners that they look for this if they don't find the regular cinnamon easily available, or that they experiment with another spice, allspice, perhaps. That, as its name implies, gives the flavor of a combination of spices, and will help out when supplies are short on both cinnamon and nutmeg.

And another thing...you might tell the homemakers in your audience not to make the mistake of hoarding spice, if they happen to find a good stock in some store. Fletcher H. Long, chief of Food Distribution Administration's spice section, warns that ground spices will not keep too long, and will lose their strength and flavor. They should always be kept covered, of course...those packed in shaker-topped packages should be closed tightly when not in use.

Fortunately we had a good supply of most spices on hand at the beginning of the war. Furthermore, Food Distribution Order No. 19 regulates the distribution of spices from the packer to the wholesale and retail grocery trade and to food manufacturers.

The Army and Navy, which use large amounts of spice for seasoning food the way the boys in uniform like it, are taken care of by allotment. Therefore, we can be reasonably sure of an adequate supply if we do our part by using spice carefully.

Farmers produced a lot of Irish potatoes this year.....but just how many is "a lot"? Well, someone with a pencil and piece of paper has figured it this way:.....If the 1943 Irish potato crop were placed in an imaginary freight train...600 bushels to the car...that train would stretch for 9,000 miles, or from New York to San Francisco and back again.....Some train! ...and, we might add, some potatoes! The farmers who produced those spuds made an important contribution to our wartime food supply.

* * * * *

*
* CURRENT BEST BUYS IN FRESH FRUITS AND VEGETABLES *
*
* (Based on comparative abundance and relatively low price) *
*
* * * * *

Fruit and vegetable markets over most of the Southwest continue to offer good selection of fresh fruits and vegetables..

Supplies of citrus which have been flowing from the Rio Grande valley and from California and Florida have been somewhat augmented by shipments from Arizona, and although the price has risen above certain past levels, apples are available in good quantities in many markets. These stocks of fruit, plus good quantities of greens---mustard, turnip and spinach, much of which has been locally grown---are providing attractive combinations of dishes for family tables and contributing greatly to healthful and nutritional eating.

Spinach has been a "best buy" for some time but recently it has become so plentiful in some localities that many housewives are considering it a bargain and buying it accordingly....and it's surprising how much mustard a dime will buy in many markets these days.

Here are some "best buys" by city areas:

ARKANSAS - - - - - Little Rock:	Mustard and turnip greens; yellow squash; bunch turnips; Irish potatoes; eggplant; Texas oranges and grapefruit..
Pine Bluff:	White and yellow squash; bunched turnips and greens; home-grown spinach; oranges; grapefruit.
COLORADO - - - - - Denver	Celery; grapefruit; carrots; Irish potatoes; turnips; parsnips; squash; oranges.
KANSAS - - - - - Topeka:	Oranges; cauliflower; pascal celery; carrots; Irish potatoes.
Larned:	Onions; turnips; cabbage; Irish and sweet potatoes; grapefruit.
Wichita:	Grapefruit; oranges; lettuce; potatoes; carrots; miscellaneous vegetables.
LOUISIANA - - - - - New Orleans:	Oranges; grapefruit; greens; Irish potatoes.
Baton Rouge:	Irish potatoes; carrots; turnips.

	Shreveport:	Oranges; grapefruit; turnip greens; sweet potatoes.
NEW MEXICO - - - -	Albuquerque:	Carrots; turnips; cabbage; grapes; grapefruit; oranges; apples; Irish potatoes.
	Gallup:	Apples; grapes; rhubarb; squash; sweet potatoes.
	Roswell:	Carrots; grapefruit; Irish potatoes.
	Santa Fe:	Carrots; Irish potatoes; apples.
OKLAHOMA - - - - -	Oklahoma City:	Apples; Irish potatoes; sweet potatoes; spinach.
	Ardmore:	Turnips, oranges; grapefruit.
TEXAS - - - - -	Dallas-) Fort Worth)	Cabbage; dry onions; Irish potatoes; bulk carrots; spinach; rutabagas; grapefruit.
	Beaumont:	Irish potatoes; sweet potatoes; carrots; cabbage; turnips; greens; apples; grapes; oranges.
	Houston:	Grapefruit; tomatoes; Irish potatoes; locally-grown vegetables including cauliflower, turnips and greens.
	San Antonio:	Oranges; grapefruit; Irish potatoes; eggplant; turnips.
	San Angelo:	Sweet potatoes; Irish potatoes; carrots; mustard greens.

* * * * *

* HELPFUL HINTS FOR HOUSEWIVES *

* * * * *

Green vegetables should be used as soon as possible after being purchased in the market or gathered in the garden. If it is necessary to keep them a day or two, store them in a cool place away from dust and flies.

They should be washed quickly and thoroughly just before using but never soaked in water---they lose food value that way. To eliminate sand and grit the vegetable should be lifted from the pan of water---that's better than pouring the water off. Salad greens keep crisp and crunchy if washed, placed in a clean cloth, and kept covered in a cold place.

* * *

Apples soften as much in one day at 70 degrees Fahrenheit temperature as in two days at 50 degrees---so it's a good idea to keep them at the cooler temperature.

Panning is a quick and easy, top-of-stove way of cooking many vegetables. It is thrifty of food values too, for the vegetable is cooked and served in its own juices with just enough fat to season.

* * *

The wise cook fixes vegetables for the table so they keep that fresh garden look and taste, along with the vitamins and minerals. To her, it's a crime to overcook green vegetables or pour down the sink the juice - - - that good old "pot likker".

* * *

The Irish potato is an important food. Under and within its jacket is a good part of the need for vitamin C in the form of ascorbic acid, and there is also some vitamin B₁, and iron and other important minerals. Well known as a starchy vegetable, Irish potatoes are a good energy food, and they provide some vegetable protein as well.

Consuming and properly storing plentiful quantities of Irish potatoes is wise, thrifty, and patriotic.....It helps conserve and utilize valuable food needed to win the war.

* * *

F O O D

F I G H T S

F O R

F R E E D O M !

1943
Friday
p. 1



DALLAS, TEXAS
December 11, 1943
No. 80

Radio Round-up

LIBRARY
CURRENT SERIAL RECORD
DEC 23 1943

on food...

For Directors of
Women's Radio Programs

THAT AMERICAN PRISONERS ABROAD MAY BE BETTER FED The Red
Cross Keeps the "Basic Seven" in Mind in Planning Prisoner
of War Food Packages.

CONTINGENCY RESERVES OF FOODWhat They Are and Why
They are Necessary.

EFFICIENT PRACTICES Are Expected to Facilitate Egg
Production and Save Feed.

RAISINS, CURRANTS, PRUNES May Not Be Abun-
ant This Christmas But There'll Be
More After January 1.

BEST BUYS IN FRESH FRUITS AND VEGET-
ABLES in Southwestern Retail
Markets.

FOOD
FIGHTS
FOR
FREEDOM

US Department of Agriculture
Food Distribution Administration

-----PRISONER OF WAR PACKAGES PLANNED AROUND BASIC SEVEN-----

The phrase "Basic Seven" should be familiar to practically everybody by this time, we feel sure. Reports reaching us indicate that you broadcasters are doing a fine job of explaining the importance of the Basic Seven food groups, and of helping your listeners to plan their meals to include some food from each group every day.

Advertising, both radio and magazine, frequently features the Basic Seven food groups, and we know that the familiar round chart showing the divisions is hanging in many a homemaker's kitchen these days. We recently heard something about the Basic Seven that was new to us, however, so we did a bit of investigating, and we think you'll be interested in the results.

Did you know that the Red Cross Prisoner of War Food Packages are planned around the Basic Seven?

The Red Cross Nutrition Service has charge of the planning of the contents of these boxes, and their aim, of course, is to provide the most nourishment possible in concentrated form. The first of the four principles considered in selecting the food for these packages is its health protective value. Its familiarity and suitability to various types of people, with different tastes, comes next. Then there's the problem of usability on the spot, in the form in which it is shipped.

Some, but not all, prisoners have cooking facilities available, so it's important that none of the food require cooking in order to make it palatable. Then comes consideration of the keeping quality of the food, under different climatic conditions.

Each package weighs eleven pounds and contains a week's supply of supplementary food. It's more than just food, however...at the Red Cross they call it a package of health as well.

You see, they know that the diet of most prisoners of war is very limited, and particularly low in protein, fat, and protective minerals and vitamins. Therefore, the food is selected to meet, as nearly as possible, the full protein, fat, mineral and vitamin requirements for one week, as set up by the National Research Council. In other words, it's assumed that the prisoners' diet will be deficient in these requirements. As for calories, each package of food will furnish approximately 2000 calories daily (on the basis of one package per prisoner per week).

Actual Contents of Food Packages

Fresh fruits and vegetables are some of the foods which cannot be included, so the minerals and vitamins which they normally supply in the average diet are provided in other forms.

There is canned concentrated orange juice in each box to give the necessary Vitamin C. If water is not available to dilute the concentrated orange juice, it can be eaten as is. It's thick, something like marmalade, and very concentrated, so it goes a long way. If by any chance, the concentrated orange juice isn't available, ascorbic acid tablets are included.

Then, there's a pound of dried whole milk in each package, requiring only water to be turned into a full gallon of milk. This is canned, so that it will keep well, and supplies much needed Vitamin A and calcium. The half-pound of processed American cheese provides more Vitamin A, and is an important protein food, of course.

As for meat...there are three kinds in each food package, the most important nutritionally being a liver pate, or paste, made especially for this use. It's fortified and is rich in Vitamins A and B, iron and calcium. The other two are a pork luncheon meat and corned beef. More protein is supplied in the 8-ounce can of salmon or sardines, which also contains Vitamin D, the sunshine vitamin, and some phosphorus, helping to make up for the lack of eggs.

The bread and butter needs of prisoners of war are provided for by the fortified biscuits in each box...hard crackers which keep very well in hot or cold weather...and the can of butter or fortified margarine. Sometimes the mixture of butter and cheese, known as Army spread, is sent in place of the butter or margarine. Those crackers, incidentally, can be crumbled and combined with milk and salmon to make a delicious salmon loaf...or with prunes or raisins to provide a pudding for dessert. (The prunes and raisins provide several minerals and vitamins and are a good energy food.) Two Logan bars are sent also...this fortified chocolate bar is the Army "D", or emergency ration, you know.

Soluble coffee and lump sugar, and sometimes cocoa, are sent in each box, and occasionally hard candies. Cigarettes and soap are two important non-food items contained in each of these prisoner of war packages.

Special Types of Packages

That's the Prisoner of War standard food package we've described...there are several other types, however. The invalid package, sent to prisoners who are ill, or recovering from sickness or wounds, includes certain foods which are especially suited for invalids...dehydrated soup, bouillon, and malted milk tablets, for instance. A chopped ham and egg mixture is sent in place of the spiced luncheon meat. Among other things, an instant chocolate beverage powder is also included.

The Food Package for Infants was developed fairly recently, to meet the special need of babies born in civilian internment camps, and the small children who have been interned with their parents. This contains much more canned dried whole milk...enough to make two gallons of liquid milk. It also supplies a pre-cooked cereal, 3 strained fruits, 5 chopped vegetables, zweibach, 2 canned soups (vegetable and liver) orange concentrate, granulated sugar, cod liver oil capsules, castile soap, and albolene, an oil used in the care of small babies.

The Christmas Package is one which we've heard more about...one which a good many Americans will be receiving very soon. This brings a bit of luxury into their lives....such as fruit bars, peanut butter, cheese, fruit cake, nuts, candies, games, and several other small gifts.

250,000 Prisoner of War Food Packages a Week

The packing of these boxes for prisoners of war is one of the most appealing of Red Cross activities, and it's practically entirely volunteer work, we're told. The four centers at which the boxes are packed are turning out 250,000 a week....

and they're all needed.

Remember, each box can weigh only 11 pounds and every American in German prison camps, whether a former fighting man or a civilian internee, receives one each week. In addition to the American prisoners to whom these food packages go, the American Red Cross sends one each month to several hundred thousand United Nations' prisoners of war. They're carried on the Red Cross ships which sail regularly between Philadelphia and Marseilles...the only ships that sail the Atlantic fully lighted.

Reports from both Americans and others who receive these packages regularly tell us that the day of their arrival is the high point in the dreary life of a prisoner of war. We believe that this information will be welcome news to many of your listeners who may have a very personal interest in prisoners of war.

----CONTINGENCY RESERVES....WHAT AND WHY----

You hear the term "contingency reserves" fairly often these days, in connection with our food supplies and possibly it's not clear just what the expression means.

Not long ago, you'll remember, 2,600,000 cases of canned string beans and tomatoes were released from contingency reserves, to be made available for civilians, then, just last Monday, almost a million cases of catsup were released from these reserves.

Once in a while you doubtless hear people say that the Government is piling up a lot of food, keeping it out of civilian channels. Then, they go on to say, when it appears that too much food has been set aside, part of it is released.

There's an implication in all this of poor planning or miscalculation. This is not the case at all, and in the interest of better understanding about food in wartime, we believe it would be well to pass along some information about contingency reserves to your listeners.

Contingency Reserves Based on Supply:

You know, we're sure, about the food requirements and allocations committee, which reviews the needs and claims of various groups (armed forces, civilians, Lend-Lease, etc.), considers the prospective and available food supplies and adjusts them against each other in the best way possible.

Taking all this into consideration, the government determines that a certain percentage of food should be put aside for emergencies. This percentage, known as the contingency reserve, may serve any number of purposes. It may cover shipping losses, sudden military movements, or, perhaps, unexpected success in battle, bringing unusual demands on food supplies. Then too, disasters which might affect the food supply of the civilian population also enter into these considerations.

This Food Is Not Held Longer Than Necessary:

These contingency reserves are held by canners and as soon as it can be determined that war needs will not take all of them, they're released for civilians.

When you make announcement of releases of various foods from contingency reserves, you may wish to bring in some of this information from time to time. We believe that civilian consumers will appreciate knowing more of the whys and whereabouts of food distribution.

-----THE NEW INDUSTRIAL FEEDING DIVISION-----

Many of you broadcasters who are especially concerned about industrial nutrition will be interested in the changes which recently took place in the nutrition and food conservation branch. The whole branch is now known as the Nutrition Programs Branch of the Food Distribution Administration, and its head is still M. L. Wilson.

The Consumer Services and Food Conservation functions have been transferred to FDA's Marketing Reports Division. The Nutrition in Industry Division has been transferred to the Civilian Food Requirements Branch, however, and now has a new name...Industrial Feeding Division.

In the Food Distribution Administration's regional office at Dallas, Miss Mildred Bonnell is the representative of the Industrial Feeding Division and Miss Grace I. Weely represents the Nutrition Programs Branch as regional consultant.

The organizational change is very logical as you doubtless realize. The Civilian Food Requirements Branch represents civilians in all food allocations programs, and diet. The Division will work closely with cooperating state and local committees, and its services will be available to organizations which wish to install in plant feeding facilities, or receive advice on their present facilities. Requests for this assistance should be made through the FDA Regional Office at Dallas.

-----RANKS HIGH ON THE GIFT PARADE-----

We think the place of honor on this year's gift list might well be a gift of food....and for many of your listeners it can be a gift of food, of course. Those who live in the country, or on the outskirts of town, and who had nice victory gardens, can bestow on their city friends and relatives a box or basket of home grown vegetables...The root vegetables which will keep well...carrots, potatoes, beets, turnips, and so forth.

A remembrance of this kind, given during the busy holiday season, will help to save time as well as money, for the homemaker.

The women who had time to can good quantities of vegetables and fruit during the growing season have a wonderful treasure-trove of gifts for friends who had neither the time nor the supplies.

And here's an idea which may not have occurred to some of your listeners. How about including in any gift of food, a package or two of some of the newer foods...perhaps some of the soya mixtures, or soya grits and flour, canned soybeans, or the delicious salted soys...lots of people are still strangers to these, you know. Dehydrated soups, sauces and fruits are new comers to many food stores too; and an envelope or two of these offers a chance to experiment which

the recipient of the gift may find very interesting. Nothing says "Merry Christmas" in a more welcome way than a gift of food.

----THE SOYA SITUATION----

Soya experts of the Food Distribution Administration report that the soya situation is fine.....so far as supplies are concerned. The only thing that's short is consumer demand, and they feel it's really up to the people who have contact with homemakers to acquaint them with the advantages of soya products.

The crop of soybeans is a large one, and milling capacity has been greatly expanded. Therefore, the supply of high grade soya products available to consumers in 1944 probably will be at least 300 million pounds.

We know, of course, that some stores haven't yet stocked the new soya flour and grits, the pancake and muffin mixes, or the pastes containing soya flour...spaghetti, macaroni and noodles. Distribution will increase rapidly, however, if an educational program builds up consumer demand.

You radio broadcasters who are conducting homemaker programs are in a splendid position to tell the soya story where it will do the most good. And remember...you're well justified in doing this, because soya has been accepted by nutrition authorities as a product containing protein, calcium, riboflavin and thiamin. Thus, in four important respects, soya products can make a valuable contribution to the American diet.

A check-up with the FDA soya products section shows there's a generally good distribution of soya flour and grits in OKLAHOMA, COLORADO and ARKANSAS and of soya spaghetti, macaroni and noodles in TEXAS.

Distribution of soya pancake and muffin mixes is fairly general over most of the United States, but seems to be best in the East and the Middle West.

----THE ANSWER TO A QUESTION----

That new poultry and egg plan recently presented to the poultry industry, which we told you about last week, has raised a few questions, we hear.

One which will be of interest to many of your listeners, we feel sure, is this. Why, when the goal for egg production is higher for 1944 than it was this year, should poultry breeders be urged to cull 10 percent of the laying flocks?

Here's the answer to that question, given by Joseph W. Kinghorne, Acting Chief, Poultry Products Division of FDA, in a recent radio interview.

Mr. Kinghorne said: "We want at least as many eggs in 1944 as we will have this year...that's true. But I think most poultry people will tell you, culling flocks doesn't necessarily cut down the number of eggs produced...even at this time of year. Instead, it makes their laying flock more efficient.... it means more eggs per pound of feed and more eggs per hen. It also saves them work....they have a smaller flock to look after, and the laying house is less crowded. Finally, culling the flock may even save producers money...they use

less feed, and each pound of feed works harder. Those are some of the reasons farmers should cull 10 percent of the birds from the laying flocks...and do it by February first".

Your listeners in rural areas will doubtless find this of considerable interest.

-----A BELATED CHRISTMAS PRESENT-----

You might like to tell your listeners not to be too disturbed if they find it a bit difficult to get all the raisins, currants and prunes they want for holiday baking...there'll be more in '44.

As you probably remember, Food Distribution Order No. 16 provided that the entire 1943 pack of these fruits be set aside for Government use, but provided for the release of certain quantities to civilians when advisable. In September there was a release of from 55,000 to 60,000 tons of raisins, and from 65,000 to 70,000 tons of prunes. Then, just recently more of both were released to civilians....approximately 50,000 tons of raisins, 10,000 tons of prunes, and, in addition, 2800 tons of Sante currants.

It would have been nice to have these extra supplies of dried fruits as a sort of Christmas present, of course. Due to the time required for distribution all over the country, however, this last release of fruits will not appear in retail stores until after the first of the year. They'll be welcome any time at all, as they're valuable additions to the diet.

More Nuts For You:

Yes, we realize how we might start this story, but it's been done so often that we resisted the impulse. The nuts in question are walnuts, and an amendment to Food Distribution Order No. 82 (covered in Round-Up October 2) has just been issued, reducing the set-aside of unshelled merchantable walnuts from 20 to 10 percent of the poundage shipped. This means that there will be more walnuts available to civilian consumers than originally scheduled.

-----A CHRISTMAS GIFT FROM OPA-----

Here's good news from OPA regarding gifts of rationed food. They tell us the lid's off on gifts of rationed food....We may do as we like with rationed items we buy with our own ration stamps. They may be given to private individuals or to charitable organizations, without collecting ration stamps in return.

Also, charitable groups may distribute such gifts of rationed food without collecting ration stamps. The OPA director says this step has been taken with the idea of making the rationing program as simple as possible.

And there's another item which becomes ration free for the holiday season only, specifically designated as December 8 through January 8, 1944. Gift packages of jams, jellies, fruit butter, preserves and non-citrus marmalade, packed for sale as Christmas gifts before October 23, are made point-free for this period of time.

* * * * *

* BEST BUYS IN FRESH FRUITS AND VEGETABLES *

* (Based on comparative abundance and relatively low price) *

* * * * *

Since variety makes meals more attractive and appetizing as well as more balanced nutritionally, available supplies of fresh fruits and vegetables in most Southwestern markets are enabling housewives to plan menus with these two objectives in mind.

An abundance of greens---especially spinach---prevails in most markets and there's a good supply of such root vegetables as Irish potatoes, sweet potatoes, turnips and carrots available in nearly every community. Oranges, grapefruit and in some cases lemons, also stock dealers' shelves and bins in good quantities. Cauliflower is making its appearance in many places.

"Best Buys" by city trade areas include:

ARKANSAS - - - - Little Rock: Locally grown greens including spinach; Texas grapefruit; Irish potatoes; cabbage.
Pine Bluff: Grapes; oranges; sweet potatoes; locally grown greens; kale and turnips.

COLORADO - - - - Denver: Cabbage; potatoes; oranges; grapefruit; carrots; parsnips; lettuce; celery.

KANSAS - - - - Hutchinson: Oranges; grapefruit; grapes; cooking apples; sweet and Irish potatoes; spinach; parsnips.
Larned: Celery; carrots; cabbage; Irish and sweet potatoes; grapefruit; oranges.
Wichita: Oranges; cooking apples; grapefruit; spinach; sweet and Irish potatoes.
Topeka: Oranges; grapefruit; cauliflower; celery; potatoes; head lettuce.

LOUISIANA - - - - New Orleans: Irish potatoes; oranges; grapefruit; cauliflower.
Baton Rouge: Turnips; cauliflower; locally grown greens.
Shreveport: Oranges; grapefruit; turnip greens; Irish potatoes.

NEW MEXICO - - - Albuquerque: cabbage; grapefruit; turnips; carrots; lettuce; oranges; Irish potatoes.
Clowis: Oranges; grapefruit; apples; sweet potatoes; carrots; Irish potatoes; lettuce.
Gallup: Grapefruit; oranges; cabbage; carrots; lettuce; turnips; Irish potatoes.
Roswell: Grapefruit; oranges; cabbage; carrots; lettuce; turnips; Irish potatoes.
Santa Fe: Cabbage; carrots; lettuce; grapefruit; oranges; turnips; Irish potatoes

OKLAHOMA - - - - Oklahoma City: Irish potatoes; spinach; sweet potatoes.
Ardmore: Oranges; grapefruit; sweet potatoes.

TEXAS - - - - -Fort Worth: Cabbage; bulk carrots; Irish potatoes; spinach; grapefruit.
San Angelo: Carrots, turnips; spinach; grapefruit.
San Antonio: Apples; pears; lemons; lettuce; sweet and Irish potatoes.
Beaumont: Sweet and Irish potatoes; carrots; cabbage; turnips; oranges; apples.
Houston: Sweet and Irish potatoes; oranges; locally grown greens including mustard and collard; turnips; carrots; broccoli.
Amarillo: spinach; grapefruit; potatoes.

-----HERE'S AN IDEA-----

As you know, all white bakery bread and rolls are now "enriched"...that is, made from vitamin-enriched flour.

The importance of this enrichment, in terms of national health, and how it came about constitute an interesting story.

It's a story that's absorbingly told in a series of transcription recordings in which an "Inquiring Housewife", typifying so many of your listeners, discusses enriched bread and other nutritional subject questions with nationally known food authorities.

These transcriptions are 12-inch recordings for 78 r.p.m. machines, and are two-sided, with one discussion per side. The nutritional authorities interviewed are M. L. Wilson, Chief of the FDA Nutrition Programs Branch; Dr. Robert S. Goodhart, Chief of the FDA Industrial Feeding Division; Col. Paul P. Logan, Assistant Chief, Subsistence Branch, Office of the Quartermaster-General; Dr. Mark L. Graubard of the FDA Industrial Feeding Division; Dr. Frank L. Gunderson, Executive Secretary, Food and Nutrition Board, National Research Council and Dr. Norman Jolliffe, of the National Research Council.

These recordings are suitable for use on local bakery broadcasts (provided the disclaimer clause is used), or on your own programs. They run about 4-1/2 minutes.

If desired, any or all of these transcriptions...or a sample script... can be obtained from the Southwest regional office of the Food Distribution Administration in Dallas.

-----PRICE CONTROL CHANGE ON HOME CANNED FOODS-----

Here's a change in OPA regulations which will be of particular interest to the farm women in your audience who put up large quantities of fruits and vegetables and sell them from roadside stands.

Any amount up to 1500 quarts of these foods, canned at home, may be sold exempt from price control. This will make the whole matter much simpler for the busy homemaker.

* HELPFUL HINTS FOR HOUSEWIVES *

Nutritionists and medical authorities agree that our diets are weakest in the fruits and vegetables...that we would tire less easily, feel better and be victim of fewer ailments if we ate more fruits and vegetables.

* * * * *

There's never been a better time to introduce new and nourishing foods to the family.. ..to shake off old menu habits and dress up the all-important family dinner. Look around your market. If it has soya products, have you given them a good trial? Or liver, kidneys, sweetbreads? Of course, none of these foods are really new; some families just don't know them well.

* * * * *

Peeling potatoes results in loss of a large part of the iron and Vitamin C they contain.

* * * * *

All vegetables do not need to be cooked. When chewed raw, celery, cabbage and carrots contribute to health and well-being.

* * * * *

Eggs are one of the protective foods needed in every diet, nutrition experts say. They rate as "protective" because they are a source of important minerals and vitamins needed to safeguard health.

942
R11 D
5



on food...

Women's Radio Programs

LIBRARY
STANFORD
CALIF.

○ ○

天長地久

ROASTED PEACOCK, MAIN DISH OF ANCIENT XMAS DINNERS, MAY BE SCARCE...but
it's Possible to Have a Real Old American Christmas Feast Without Spending
Too Many Ration Points.

* * * *

FIRST, IT WAS WHITE BREAD that was vitamin-enriched.....now all types of yeast-raised products made by commercial bakeries must meet prescribed vitamin-enrichment standards.

* * *

MOM'S FIGHTING BOY May Not be Home This Christmas, but Wherever He is, He'll Probably Eat a Dinner Like She Used to Serve.

✻ ✻ ✻ ✻

THE REASON WHY Supplies of Christmas Candy Are Limited.

HATS OFF TO OUR FARMERS! The Final 1943 Crop Report Shows They Did a Magnificent Job in Spite of Difficulties.

東漢書書表列傳卷之六十五

U.S. Department of Agriculture
Food Distribution Administration

-----CHRISTMAS WEEK THOUGHTS OF FOOD-----

You'll be talking about Christmas dinner this week, of course...helping your listeners to plan the happiest Christmas possible in this uncertain world.

It's a good idea to remind people, we think, that our country still has far more reason to celebrate than most of the rest of the world.

We should remember, however, that it's possible to have even the traditional Christmas dinner without spending too many ration points, if it's carefully planned. If a turkey isn't available, chicken probably is, or some other poultry, which is unrationed. If a spicy baked ham is the choice, or a delicious roast, it may be that the brown stamps will have to be counted carefully during the earlier part of the week...and probably all the family will feel it's worth while.

We did a bit of research on Christmas customs and superstitions the other day, and found some food facts and fancies which may be of interest to your listeners.

They'll serve as an interesting contrast with modern food preparation, incidentally. For instance a Christmas meat pie was baked in England some 300 years ago. The pie was nine feet in circumference, weighed 165 pounds and was served from a four-wheel cart built for the purpose.

Here's the recipe they used:

130 pounds of flour	4 partridges
20 pounds of butter	2 neats' tongues
4 geese	2 curlews
2 rabbits	6 pigeons
4 wild ducks	7 blackbirds
2 woodcocks	6 snipes

We'd like to point out that with the exception of butter and the neats' tongues, that's all unrationed food. A neat, in case you don't know, is a kind of cattle, and a curlew is a bird...or did you know anyway?

Roasted peacock was the Piece De Resistance of many an ancient Christmas dinner, the feathers were carefully removed, the bird roasted and the feathers replaced in all their glory for serving.

Here are a couple of food suggestions, from a list of Old Wives' Tales, which you might like to pass on to your rural audiences: - In the Netherlands, it's thought that nothing sown on Christmas Eve will perish, even though the seed be sown in the snow. In Denmark, some of the bread baked at Christmas is kept until sowing time, then crumbled and mixed with the seed to insure an abundant harvest.

And here's a Food Conservation "suggestion": - In England it is said that bread baked on Christmas will never become moldy.

Just let us say that however you spend your Christmas holiday, we hope it will be a pleasant one...and let's hope for a happier world in which to celebrate Christmas next year.

----CHRISTMAS DINNER -- HOME STYLE----

A close replica of Mom's famous Christmas dinner will be served her boy in service whether he spends the holiday in a fox hole in New Guinea, on the road to Rome, or if he's beginning his basic training here in the United States.

The Quartermaster Corps and the War Food Administration have been making plans for months in order that all of our service men and women throughout the world will be eating holiday dinner similar to the one they used to have at home. As a result, the master menu for Christmas dinner includes turkey and all the traditional trimmings.

Naturally, it isn't too hard to furnish the foods in the menu to our armed forces stationed in this country, but it's no easy job to send all of these foods to every outpost in the world where Americans are stationed.

Therefore, due to climatic conditions and shipping space, some of the foods have to be sent in various forms which the average civilian probably wouldn't recognize. For instance, the G I cooks overseas will receive turkey in quick-frozen or canned form. And dehydrated foods will play an important part in the Yuletide meal. In many mess halls the soup, potatoes, cranberries, and sage dressing will be made from dehydrated foods.

Of course the bakeries will do their best to make hot rolls and mince pie similar to Mother's. Even near the frontlines of battle, bakeries will turn out holiday rolls and pastries. And...bakeries aren't the only unit which will follow closely behind the men in the firing lines.

In the combat area, whole mobile kitchens will be set up and the mess sergeants will see that a real Christmas dinner is prepared for the fighting men. In dangerous zones, the food will be prepared in the day and then carried to the front lines at night. In places where this can't be done, Christmas dinner will be saved for the boys until they are relieved.

No matter how far from home these men and women are stationed, you don't have to wonder whether they're having a real Christmas dinner. Naturally, in some areas there will be slight necessary adjustments to the master menu, but as a rule you can count on your service man or woman having the following for Christmas dinner:

Cream of Celery Soup - Croutons
Roast Turkey - Sage Dressing - Giblet Gravy
Cranberry - Orange Relish
Potatoes - Creamed Corn - Baked Squash
Lettuce with Russian Dressing
Hot Rolls
Mince Pie or Cake - Coffee
Candy, Nuts and Fruit

-----ANOTHER CANDLE ON THE BIRTHDAY CAKE-----

Have you heard who is going to have a birthday in your community on January 5, 1944?

Your local War Price and Rationing Board will be two years old on that day and they certainly deserve recognition of their anniversary.

Approximately 65 percent of the volunteer members who started out with the local Boards on January 5, 1942, are still serving. There are 6,023 Boards throughout the country with Board Chairmen and all members of the Board serving without pay. The number of these volunteers have increased from 20,000 to 76,034.

Then there are about 200 thousand regular volunteer assistants, increasing to more than 300 thousand during rush periods, such as gasoline ration renewals and war ration book registrations.

As you may remember, tires were the first of a number of commodities to be rationed, effective January 5, 1942. Then came automobiles, typewriters, sugar, gasoline, bicycles, rubber footwear, fuel oil, coffee, heating stoves, shoes, processed foods and meats and fats. At first, the local Boards were called Tire Rationing Boards but other commodities were added to the ration list and when price activities were introduced in April 1942, the name was changed to War Price and Rationing Boards.

We think there might be some very interesting program material in stories which the Chairmen or members of your local boards could tell you or in interviews with some of these volunteers.

We've heard that wives of military men stationed near certain cities are often enthusiastic workers. Then there's the story about the woman over in Kentucky who returned her food rationing books when she discovered they were to buy canned and dried foods and meat. She said her family had plenty of home canned foods, dried vegetables and slaughtered their own hogs...she wanted the rationed foods to go to people who really needed them. In New Mexico the fact that the War Price and Rationing Boards serve many foreign citizens has doubtless resulted in some interesting occurrences.

These are just a few suggestions regarding radio material we believe you could get from your local boards...why not make some inquiries?

-----SWEET AND SCARCE-----

It may not be possible to run out on Christmas eve and buy a box of candy for that well-known last-minute gift this year. In fact, some of your listeners may have had difficulty already in getting candy for Christmas. Having come up against this situation personally, we decided to find out why, so we made some inquiries of the confectionery section of FDA, and we think you might like to pass along some of the information they gave us.

You probably all heard that during the summer and fall more sugar came into the country, due to improved shipping conditions, and this permitted a slight increase in candy manufacture. Candy makers are subject to the restric-

tions of Ration Order No. 3, however, which allows them to use 90 percent of their basic quota, based on the volume of their 1941 purchases. Then, there's the labor situation...it's hard to get even enough labor for the production allowed. When it comes to boxed chocolates, the shortage of cardboard and paper supplies is a factor which we mustn't forget.

As you've heard, the armed services are taking a great deal of candy, particularly the nickel bars and hard candy. In many cases, domestic post exchanges and off-shore exchanges are taking a large part of the production of the nickel candy bars. A recent survey by the confectionery industry shows that a much larger percentage of the industry is devoting its production to these five cent bars, and if labor and machinery were available, more would be produced.

It may be you've discovered it's easier to get cocoa than cake chocolate, and the reason for this is that cocoa powder is a by-product of cocoa butter, which is necessary in the processing of chocolate items. The manufacture of cake chocolate is an involved process which requires great skill, so it's obvious that we can't expect to have as much of this particular product.

Your listeners might be much interested to know that the armed forces use chocolate in the majority of their emergency rations. Most people have heard about the army D ration, the emergency ration, which is about 25 percent chocolate. A new type of chocolate bar is being manufactured, however, to withstand the intense heat of the tropics. This is similar in consistency to the ration D bar, but is much more delicious, we're told.

We think if you tell your listeners some of the reasons why there isn't so much candy, they won't mind so much the long wait in the candy stores, and the possible occasional disappointment.

-----TAKE ADVANTAGE OF THE RATION CHART-----

One of the ways in which you broadcasters can be of real assistance to the homemakers and meal planners in your audience is to suggest to them ways in which to take advantage of cuts in point value of rationed foods.

You'll be helping the general food situation too, of course, since these cuts are made when any food is in more plentiful supply, and, therefore its use should be encouraged.

Pointers on Pork:

The recent reduction on all pork items on the ration list, except variety meats and canned meats, makes pork one of the most attractive of meat buys. This as you know, was the second reduction in pork points in a month, and was brought about by the unexpectedly large amounts of pork coming to market ever since the December point value table was made up.

The reduction on most of these cuts was one point a pound, though fresh or green hams (hams which are neither frozen, cured, nor smoked) were cut two points a pound. That two point reduction was made because of the shortages of help in slaughtering and processing establishments, which makes the curing of ham a real problem. OPA hopes that these cuts will encourage consumption of pork, so that

packing facilities can take care of the record crop of hogs now coming to market.

Probably most of you are familiar with the results of research on the nutritive value of pork, which indicate that it's a much more valuable meat than many of us have thought. Here's a reminder, however...pork is one of the richest natural sources of vitamin B 1, or Thiamin. It's also rich in Riboflavin and Niacin, and like all meats, contains complete high-quality proteins and minerals.

One important thing to tell your listeners is that pork always requires thorough cooking at a moderate temperature. A fresh ham, for instance, will take about thirty minutes per pound. If a meat thermometer is used, the meat will be done when the thermometer registers 185 degrees.

Why don't you look up some interesting and unusual recipes for cooking pork, to help make meals more interesting. We heard about something the other day which sounded good to us...a savory meat stuffing piled on top of pork chops, the whole thing baked until the chops are tender and well done.

Don't Forget Grapefruit Juice:

Canned grapefruit juice is being sold entirely without points now, remember, so homemakers will probably want to take advantage of its convenience, even if there is plenty of fresh grapefruit on the market at this time of year. When a busy woman is getting breakfast for a big family, the canned juice is a great convenience...and it helps the homemaker with an outside job at other meals too. It makes a delicious before-dinner appetizer, with or without a sprig of mint...can be combined with orange and lemon juice and a bit of sweetening for refreshing evening beverage...or made into a fruit ice that's equally at home as an accompaniment to the meat, or a dessert course.

Cottage Cheese Ration Free But Scarce

You remember the recent release from rationing of cottage cheese containing less than 5 percent butter-fat. Well that may be a help in some areas, but you'll find that many large dairies have discontinued cottage cheese for the duration, so that more milk will be available for other purposes. Therefore, before you recommend its use very widely, it would be wise to check your local situation.

The items we've mentioned are suggestions we hope will be helpful to you...a careful checking of the ration chart each month, and keeping up to date on point changes, will give you many more program ideas, we're sure.

---ENRICHMENT PROGRAM EXTENDED---

All the "Missionaries of Nutrition", as we heard them called the other day, are very happy, we have no doubt, to hear that the bread order (Food Distribution Order No. 1) has been amended.

Amendment 5, effective January 16, 1944, provides that the white flour used in all types of yeast-raised products made by commercial bakeries must meet prescribed minimum enrichment standards.

In addition to white bread, the order now covers all types of bread, coffee

cakes, sweet buns and plain rolls which are yeast-raised; also doughnuts, crullers, and fried cakes which are not yeast-raised. In the interest of food conservation, consumers and commercial buyers of bakery products may not return, for any reason, bakery products which they have purchased.

It's interesting to note that there is an exception to the provision of the original order which prohibited the giving of bread or other bakery products free to any person...these may now be given to charitable institutions.

This does not mean, however, that holiday cakes can be given free to customers, for the purpose of stimulating trade. Ingredient provision applicable to sugar and shortening are simplified under the amendment. No minimum weight for bread is established, however.

* * * * *
* BEST BUYS IN FRESH FRUITS AND VEGETABLES *
* (Based on comparative abundance and relatively low price) *
* * * * *

Biting blasts and tumbling thermometers, emphasizing winter weather's advent, have written "finis" to most Victory Gardens, but housekeepers fortunately can still rely on fairly good supplies of green vegetables produced commercially in areas enjoying mild climatic conditions. There are also good quantities of citrus fruits from the Rio Grande Valley and elsewhere....and green vegetables and citrus go a long way toward providing healthful, nutritious meals.

Here are some current "best buys" in fresh fruits and vegetables offerings generally obtainable in principal Southwestern market areas:

ARKANSAS - - - - -Little Rock: Oranges and grapefruit; turnips; locally grown greens; Irish potatoes.

Pine Bluff: Turnips; miscellaneous greens; carrots, white and yellow squash; oranges; grapefruit; apples.

COLORADO - - - - -Denver: Celery; grapefruit; lettuce, Irish potatoes; sweet potatoes, turnips; spinach.

KANSAS - - - - -Wichita: Grapefruit; oranges; grapes; Irish potatoes; spinach; cabbage.

Hutchinson: Grapefruit; oranges; grapes; Irish potatoes; spinach; cabbage.

Topeka; Grapefruit; lemons; cauliflower; celery; Irish potatoes.

LOUISIANA - - - - -New Orleans: Irish potatoes; grapefruit; oranges.

Baton Rouge: Mustard greens, turnips; carrots.

Shreveport: Oranges and grapefruit; turnip greens; Irish potatoes.

NEW MEXICO - - - - Albuquerque, Clóvis, Gallup, Roswell and Santa Fe:
Carrots; turnips; cabbage; Irish potatoes;
cereary; oranges; apples; grapefruit; lemons;
grapes; avocados; squash.

OKLAHOMA - - - - Oklahoma City: Irish potatoes; sweet potatoes; spinach.

Ardmore: Grapefruit; turnips; lemons.

TEXAS - - - - - Beaumont: Irish Potatoes; sweet potatoes; cabbage;
carrots; turnips; oranges.

Houston: Locally grown miscellaneous vegetables; Irish
potatoes; sweet potatoes; oranges.

Fort Worth: Cabbage; carrots; sweet potatoes; Irish
potatoes; spinach; oranges; grapefruit.

San Antonio: Cauliflower; turnips; spinach; peppers.

San Angelo: Carrots; mustard greens; turnips with tops.

----ORCHIDS TO OUR FARMERS

Considering all the difficulties the farmers encountered this year, the final 1943 crop report shows that they deserve low bows and high tribute for the food-producing job they accomplished.

The report discloses that crop production was 6 per cent less than in 1942. (Total food production including livestock and meats was higher, however). Though crop production was somewhat under the preceding year, it was nearly 5 per cent over any other season in history, a fact attributed to improved farming practices, utilization of the agricultural adjustment program, deferment of farm workers, and to prices and programs which encouraged the farmer to plant even more than he was sure he could care for and harvest.

Estimates show record 1943 production of potatoes, beans, peas, soybeans, peanuts, rice, and some commercial vegetables, particularly snap beans, carrots and lettuce...also of nuts and hemp. The citrus crop is expected to exceed past records.

Crops of corn, barley, sorghums for grain, all grains as a group, all hay crops combined, and vegetables for processing have been exceeded only a few times in past years. Other favorable crop returns were wheat, oats, tobacco and sweet potatoes.

Supplies of livestock and livestock products produced during 1943 were exceptionally heavy. Present indications are that the aggregate production of sheep, cattle, hogs, poultry, eggs and milk will be 8 percent above last year, 31 percent above the 1937-41 period, and slightly more than 31 percent above any earlier year.

942
R11D
op 4



DALLAS, TEXAS
December 24, 1943
No. 82

Radio Round-up

on food...

For Directors of
Women's Radio Programs

HERE ARE THIS WEEK'S

FOOD

NEWS

AND

VIEWS.

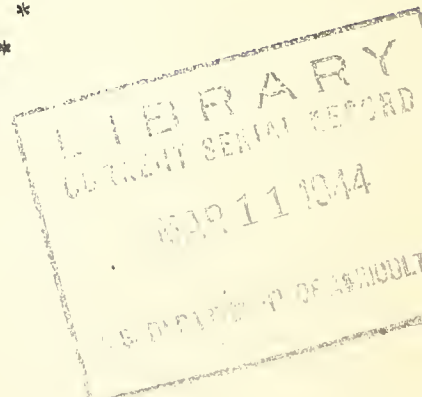
WHAT'S AHEAD IN 1944? Roy F. Hendrickson, Director of Food Distribution, tells about food prospects next year.

THAT OLD IDEA About Jap soldiers living on a handful of rice and a little fish is the bunk...they're pretty well fed...which is another reason why our boys should be too.

ALL ABOUT THE NEW RATION TOKENS and the point system effective February 27.

ONE GOOD NEW YEAR'S RESOLUTION is to resolve to have a Victory Garden in 1944. Home gardens produced 8 million tons of food this year....next year it should be more.

and.....BEST BUYS IN FRESH FRUITS AND VEGETABLES.



US Department of Agriculture
Food Distribution Administration

-----HENDRICKSON TALKS ABOUT FOOD FOR 1944-----

Consumption of most foods this year was considerably ahead of the 1935-39 average, even under rationing, but the 1944 demand, if unhampered, will be about 15 per cent greater than the supply, according to statements made by Roy F. Hendrickson, Director of Food Distribution Administration, in a talk on "Meeting the Nation's Wartime Nutrition Problems", prepared for presentation recently before the New York State Joint Legislative Committee for Nutrition.

The FDA head also said that 1943 was a very good food production year, even though fruit crops, with exception of citrus, were short.

Mr. Hendrickson said he could see no sharp shift in our diet. Meat consumption will be about 132 pounds apiece, about 4 percent above the 1935-39 figure.

There will be almost as much poultry meat as this year, and probably about 20 percent more fresh fish. Another big year on eggs is expected, and large crops of dry beans and peas. More peanuts than ever are going into peanut butter and other foods. Production of foods containing soya is increasing, and three or four times more soya flour and grits are expected in 1944.

Mr. Hendrickson warned that butter will continue to be in tight supply, and there'll be slightly less lard and other shortenings, though about the same amount of margarine.

The record-breaking Irish potato crop will probably carry us through to the new crop all right. More potatoes, also more wheat, corn and rice will be asked for next year. We'll also try to have more green and yellow vegetables to increase our supplies of vitamins A and C, as well as minerals.

Milk production is likely to be down a bit, he said, and the milk orders and the increase in point value of cheese, are expected to add to the supply of skimmed milk for cheddar cheese and dried milk.

Mr. Hendrickson stressed the importance of the bread enrichment program, mentioning especially recent increases in the nutritional standard. He also pointed out that we have been short of one of the essential vitamins, Riboflavin, but now have enough available so that our food supply may contain enough to reach the allowance recommended by the National Research Council.

The Civilian Food Requirements branch has asked for definite per capita quantities, in pounds, of dozens of commodities. If these requirements are met, Mr. Hendrickson said, we'll be in a better position in respect to all minerals and vitamins than in any year of the war, or in the 7 years preceding it.

We may not get all the food we want, he warned, but there were some foods not taken into account which may give us a nutrient bank account to draw on.

Mr. Hendrickson's talk concluded with a warning against waste in the home, against over-buying, and against careless preparation of food, so that much of it's nutritive value is lost.

The last three points are certainly hooks on which you broadcasters can hang many a program...You've been doing it right along, we know, and we hope you'll keep up the good work.

-----THE DIET OF JAPANESE SOLDIER-----

Here are the facts which explode a myth that we think too many people believe. Lieutenant Commander Clive McCay of the Naval Medical Research Institute, in a War Food Administration Broadcast the other day, told the truth about the diet of the Japanese soldier.

There's a wide-spread idea they live on a handful of rice and a bit of fish. Maybe it's Japanese propaganda, designed to give us the idea that they're going to be easy to lick...which will, in turn, lead us to slow down our efforts at food production and conservation.

Here's what Commander McCay has discovered, from studies of the foods and rations used by our enemies:

The rice issued by the Japanese for military use is of very good quality. Their enriched flour is excellent. That seaweed which we discovered in Japanese stores captured on Kiska, was found to be a good source of Riboflavin, one of the most important vitamins.

Since they're not always able to get milk and some of the meats which supply Riboflavin, this seaweed is valuable to them. They put it with other foods to make a stew.

Commander McCay says further that the Japs use a considerable variety of dehydrated food, which, while different in flavor from ours, is nutritionally efficient. When they feel that the rations of their soldiers are a little weak on some vitamins, they fortify their foods with vitamin pills or concentrates.

There's no question but that the Japanese soldier is getting far better rations than the American public has believed. We think all Americans should know this, as it certainly is another reason for making sure that our American fighting men get the right kind of food, and all they need.

-----FOOD RATIONING SIMPLIFIED-----

Sunday, February 27, may go down in the history of world war II as ration token day! Just because you've been hearing so much about the tokens, however, don't think that's the only change in the rationing system going into effect then. In addition to the inauguration of the tokens, the value of all stamps will be increased to 10 points each, and the validity period will be extended to approximately 12 weeks.

These changes are being made in accordance with the OPA's policy of simplifying the rationing program whenever possible, and reducing the work of those who handle ration currency. It will cut the number of stamps to be handled by 60 percent, it's estimated, and since the stamps all will have the same point value, the work of sorting and counting will be greatly reduced.

Tokens and What They Look Like:

Since the tokens have most of the glamour, so to speak, we'll give them first billing.

Each token will have a value of 1 point, and there will be no other denomination. They will be made of vulcanized fiber that's sturdy enough to take plenty of punishment. It's the same material used for the facings on pile drivers, as a matter of fact, and is not a strategic war material.

The exact size of the token is .642 of an inch in diameter and .047 of an inch in thickness. As nearly as we can figure, that makes them a bit smaller than a dime, and about the size of the tax and street car tokens in many parts of the country.

Each token will consist of three layers of vulcanized fiber, the outer layers red or blue, the middle, or inside layer, a distinctive yellow. On the red tokens will appear the words "OPA 1 Red Point"; on the blue tokens, "OPA 1 Blue Point".

Ration tokens will be distributed to retailers only, through the ration banks, and Mrs. Consumer will have her first contact with them when she receives them in change for a purchase made after the program begins.

Your listeners might like to know they won't have to have advance supplies of tokens since the tokens are to be used in just the same way as the one-point brown stamps they now receive as "change". They'll be used in both the rationing programs, however, not for just the meat, fats and oils and will be valid indefinitely. And that brings us to the second change in the rationing system, the increase in value of all stamps.

All Red and Blue Stamps to be Worth 10 Points:

Beginning February 27th each red and blue stamp will become worth 10 points. At present, as you know, the letters indicate the validity period of the stamps, and the numbers the point value.

Under the revised program, both the letter and number will indicate the validity price, and the stamps will be used horizontally instead of vertically. For example, on February 27th, blue stamps A8, B8, C8, D8 and E8 all become valid... so do red stamps A8, B8 and C8.

(Note: - If you'll get out War Ration Book Four and look at the stamps right at this point, we think it will be clearer to you).

When a shopper makes a purchase worth 8 points, say, she'll give any one of these stamps for it, and will receive two tokens in change. If her purchase is worth 15 points, she'll give two stamps and receive five tokens in change. Easy, isn't it?

All Red and Blue Stamps Valid for Longer Period:

Under the new schedule, blue stamps will become valid on the first day of each calendar month, with the exception of the first group, which comes into use on February 27th. They will remain valid until the 20th of the second succeeding month. The first group, therefore, runs from February 27th to May 20th, the second group from April 1st to June 20th.

Three red stamps, totaling 30 points, will become valid every two weeks, beginning February 27th. The second set of three will come into use on March 12, and all six of these stamps will run until May 20.

It is believed that these longer validity periods will help both consumers and retailers to avoid much of the last minute rush to use stamps before expiration dates. It should be easier to budget points over this longer period of time.

Some of you will probably have noted that there is a difference between the number of points allotted under the new procedure. For the thirty-four days between February 27 and April 1, the first and second validation dates of blue stamps, 50 points have been allotted, under present terms, 48 points are allowed for each calendar month.

Also, the three 10-point red stamps will mean 30 points for each two week period, compared with 16 points per week at present. These changes in allotment will be taken into consideration when the new point values are established and everyone will receive the same quantity of food under the new system as under the old.

We suggest that you go over these changes in the food rationing system frequently between now and February 27, in order that everyone may be fully acquainted with them. We'll probably carry more information in Round-Up from time to time which will be helpful to you.

-----NEW YEAR PLANS FOR VICTORY GARDENS-----

Let's have bigger and better Victory Gardens in 1944!

That's what H. W. Hochbaum, Chairman of United States Department of Agriculture's Victory Garden Committee says...and we think it's a very good time for you to say the same thing to your listeners.

With the new year already in sight, a bit of discussion of new year resolutions is probably on your mind. Why not suggest to your audience that a resolution to have a bigger and better Victory Garden this year should come near the top of the list? And those who weren't the beneficiary of such a garden this year surely should resolve to do something about it in '44.

4 Million More Is The Goal For '44:

That's what gardeners really are, you know...beneficiaries, we mean. Our Victory Gardens can supply most of the valuable foods in the first three groups of the basic seven...the green and yellow vegetables, the tomatoes, raw cabbage, salad greens, the potatoes and many other vegetables and certain fruits.

Do you know that about 8 million tons of food were produced in our 1943 Victory Gardens? The goal was 18 million gardens, but we overshot that goal by a couple of million, and the goal for 1944 has been set at 22 million gardens. Roughly, this means about 16 million city, town and suburban gardens, and about 6 million farm gardens.

Start Victory Garden Plans Now:

In order to accomplish those 22 million gardens, volunteer leaders and all the people sponsoring the program should begin now (if they haven't already started) organizing garden committees, recruiting gardeners, finding and preparing the ground. Mr. Hochbaum says many more thousands of community gardens must be developed for

city people who don't have any suitable garden space. He points out that the need for gardens will continue throughout the war and for years after the war ends.

Home grown and home-preserved food will give us the backlog of food supplies we'll need to meet the demands of food for our armed forces in all parts of the world, the food to help our allies and the people in areas which we liberate from the axis...plus what we'll require right here at home.

Broadcasters Can Present Helpful Information:

You broadcasters can be of great help in stimulating interest in Victory Gardens...those of you who are experienced gardeners can give practical advice to your listeners. In any event, you probably know some of the leaders in garden work in your community, and you can get information from them, or present them in interviews from time to time.

State and County Extension Services will furnish you with helpful information too, you know. Here's hoping you'll get behind this program and push. Why don't you make a note right now on the first page of your 1944 calendar...just the words "Victory Garden" in large letters, should be reminder enough of your good resolution

* * * * *
* BEST BUYS IN FRESH FRUITS AND VEGETABLES *
* (based on comparative abundance and relatively low price) *
* IN SOUTHWESTERN RETAIL MARKETS *
* * * * *

Citrus fruits, spinach and potatoes are the Big Three on the "best buy" list in most Southwestern retail markets this week. Oranges and grapefruit ---and in New Mexico lemons and tangerines also ---are obtainable at fair prices practically everywhere as good crops from the various citrus areas flow marketward.

Large quantities of spinach continue to attract housewife buyers and Irish potatoes, a bargain in food value week in and week out, continue to retain the "best buy" status which they have held so long. In Southeast Texas, Louisiana and other places good supplies of locally grown greens such as mustard and turnips are available. Apples, not plentiful everywhere by any means, are recommended buys in some markets in Arkansas, Oklahoma and Colorado.

Here's the "best buy" list by market areas:

- ARKANSAS.....Pine Bluff: Apples, grapefruit, oranges, Irish potatoes, sweet potatoes, cauliflower, lettuce, green beans.
- Little Rock: Locally grown greens, oranges, grapefruit, Irish potatoes, sweet potatoes, carrots, cabbage, lettuce.
- COLORADO..... Denver: Oranges, grapefruit, apples, lettuce, Irish potatoes, sweet potatoes, spinach.
- KANSAS..... Larned: Onions, celery, carrots, cabbage, Irish potatoes, oranges, grapefruit.

KANSAS (continued)..... Hutchinson: Oranges, grapefruit, turnips, Irish potatoes, cabbage, spinach, cauliflower.

Wichita: Oranges, grapefruit, Irish potatoes, spinach, turnips, cabbage, cauliflower.

Topeka: Oranges, grapefruit, Irish potatoes, cabbage, celery.

LOUISIANA..... New Orleans: Oranges, grapefruit, Irish potatoes, locally grown greens.

Baton Rouge: Lettuce, turnips, carrots, locally grown greens, oranges, grapefruit.

NEW MEXICO..... Albuquerque: Grapefruit, oranges, lemons, tangerines, head lettuce, cabbage, carrots, Irish potatoes.

Santa Fe: Carrots, Irish potatoes, lemons.

Gallup: Irish potatoes, oranges, cabbage

Carlsbad: Dry onions, Arizona oranges, celery, grapefruit, Irish potatoes, grapes.

Roswell: Carrots, turnips, cabbage.

OKLAHOMA..... Oklahoma City: Irish potatoes, sweet potatoes, spinach, tomatoes.

..... Ardmore: Apples, oranges, turnips.

TEXAS..... Northern Section: Oranges, grapefruit, cabbage, carrots, turnips, Irish potatoes, spinach.

Southeastern Section: Irish potatoes, sweet potatoes, oranges, grapefruit, green beans, carrots, turnips, squash, etc.

..... South Central Section: Oranges, Irish potatoes, cauliflower, cabbage, potatoes, lettuce.

Western Section: Irish potatoes, oranges, grapefruit.

-----GIVE EGGS A BREAK-----

And we mean that literally as well as figuratively.....eggs are one of our most valuable foods...production is going up...prices coming down. What more could we ask for? The December 10 egg and poultry production report shows that during November, the number of eggs produced broke all records for the month.

It was 4 percent above last year's and 67 percent above the 10 year average from 1952 - 61. That's consistent with the whole year's egg production too, which has been the largest on record, 12 per cent more than last year and 45 per cent above the 10 year average mentioned before.

Ceiling prices will be coming down each month, from now until next March, which means, of course, that retail prices will be following suit. In some cases, eggs will be selling below the ceiling, of course, which will make them a particularly good buy for the woman who's budgeting carefully and who isn't these days?

-----EGGS A BARGAIN IN NUTRITION-----

On the nutritive side, as you probably know, eggs are regular prize packages. The proteins of both yolk and white are what is called efficient proteins...the kind that help the body to grow, and assist in the repair of tissues.

Eggs are an outstanding source of iron, a mineral in which many diets are likely to be low...also they're rich in calcium and phosphorus. When it comes to vitamins, eggs carry off the honors with A, B1, B2 and D.

Incidentally, the yolk is of greater value than the white, from a nutritive standpoint. It contains nearly all the fat, and more of the vitamins...this fat is easily digested, of course. And by the way, tell your listeners that the color of the shell doesn't make any difference in the nutritive value of eggs...blonde or brunette, they're equally good.

Make Cooking Suggestions:

Why not look up some favorite recipes for egg cookery? There are many grand things to do with them besides boil, fry, scramble and poach them. Souffles are delicious for luncheon or dinner. They combine with many other foods in sauces...are used in a great variety of desserts, salads, sandwiches...it's a big field for you to cover. We suggest you stress the point that eggs should always be cooked slowly, over tender heat. That keeps them from turning leathery.

And by the way, you might refer to the Round-Up story on care of eggs in the home, issue of November 20.



